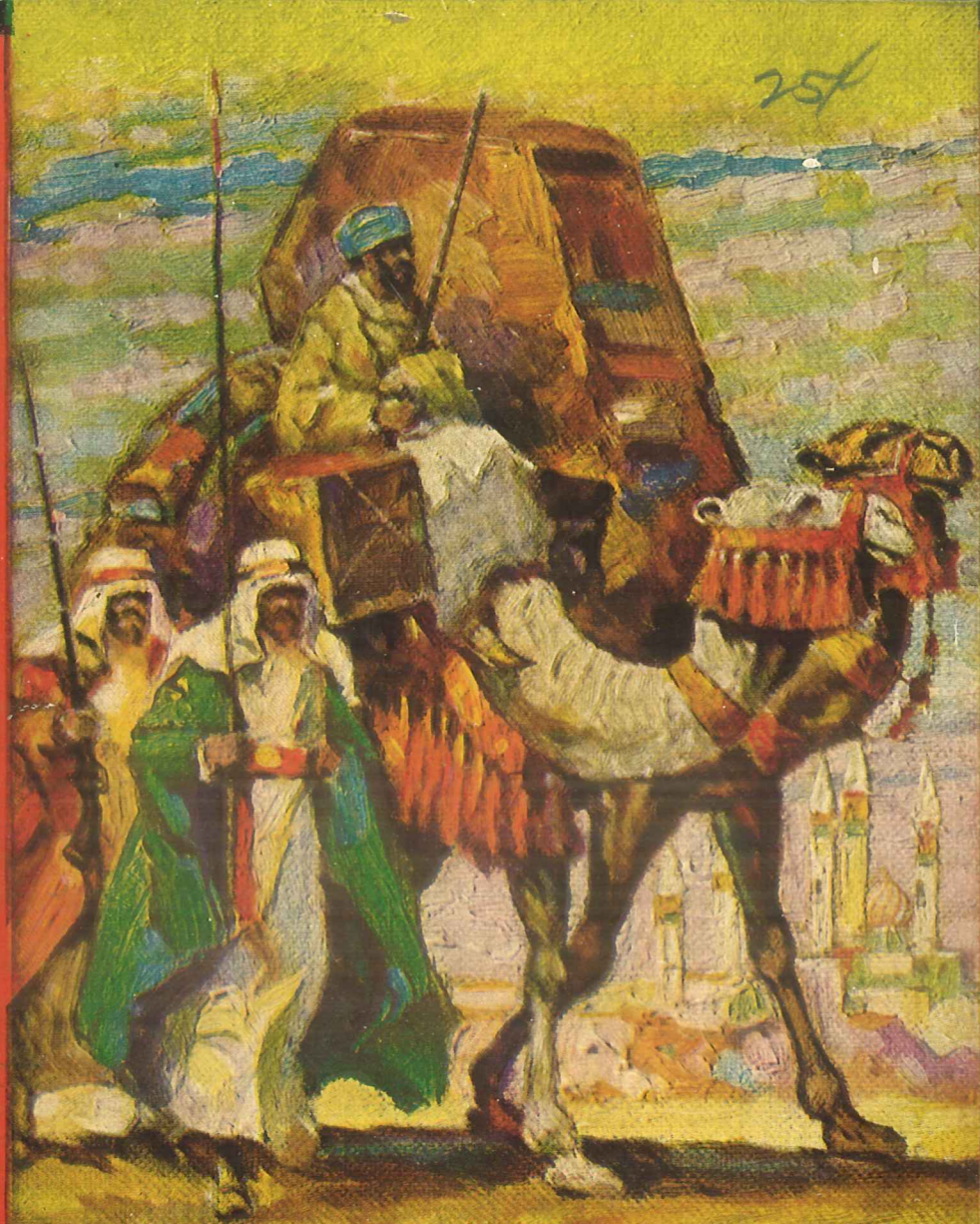


RICH ORIENTAL - EARLY AMERICAN AND TWO TONE PATTERNS



**OLSON RUGS**



# GOLD BOND

57 YEARS IN BUSINESS

## Guarantee

☞ We Guarantee complete satisfaction. All Olson Rugs must prove right by the test of wear. Use them on your own floors—walk on them—examine them carefully—get the opinion of your friends. . .

☞ If, at the end of a week, you do not think these new and finer Olson Duo-Velvety Rugs are the biggest rug value you ever had for your money, return them at our expense and we will refund any money you have paid and pay you for your materials. You cannot lose a penny. . .

☞ We Guarantee every Olson Rug will give more years of wear than a one-sided rug for the same price. . .

☞ We guarantee our "Factory-to-You" prices to be lower than you can find anywhere in America for rugs of similar beauty and long-wearing qualities.

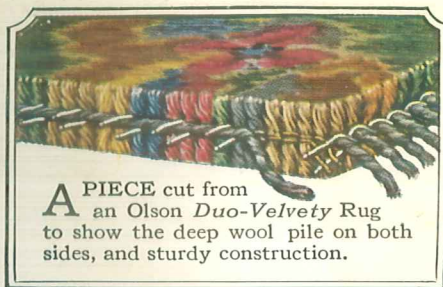
### OLSON RUG CO.

All Rugs in this Book are

*Color Photographs*

OF THE

*New*



A PIECE cut from an Olson Duo-Velvety Rug to show the deep wool pile on both sides, and sturdy construction.

## ORIENTAL LUXURY that will delight you!

WE guarantee the actual rugs will be even richer in color and texture than the color photographs. Every Olson Rug has the same deep, closely woven pile *on both sides*.

The advantages of this superior new type of weave over ordinary one-sided rugs is apparent at once. Olson Duo-Velvety Rugs "feel like padded velvet underfoot." They lay smooth on the floor and are as easy to handle and clean

as an Oriental or Wilton. There are thousands of tightly twisted tufts in these finer Rugs. Note how close and firm each strand is packed in. Each tuft is separately bound and firmly held in place. This is a wonderful improvement learned from the Orientals and found only in the finest rugs.

Note that each tuft is dyed *clear through*. We *guarantee* colors and patterns to wear as long as the rugs themselves.

## AMERICA'S FINEST LOW PRICED RUGS!

# SAVE $\frac{1}{2}$ on RUGS

*this New, Easy Way -*

SEND ALL KINDS OF  
OLD RUGS, CARPETS,  
CLOTHING, BLANKETS, etc.

Send any of the following:

Brussels	Ingrain	Chenille
Axminster	Moquette	Fluff Rugs
Velvet	Velvety	Tapestry
Wilton	Smyrna	Wool Fibre

To help you out if you still lack enough material, we will furnish new wool stock at 20 cents a pound (what it costs us) if you wish.

If You Have Extra Material

## Gift Offer *Extended*

### **FREE** -BEAUTIFUL GIFT RUGS GIVEN WITH ORDERS OVER \$15.00

#### With Orders Over \$15

we will send you a 24x36 inch "Surprise Gift Rug" FREE, a rug that would retail for \$2.50.

#### With Orders Over \$22

we will send you a 2 $\frac{1}{4}$  ft. x 3 $\frac{1}{2}$  ft. "Surprise Gift Rug" FREE, a rug that would retail for \$4.00.

#### With Orders Over \$40

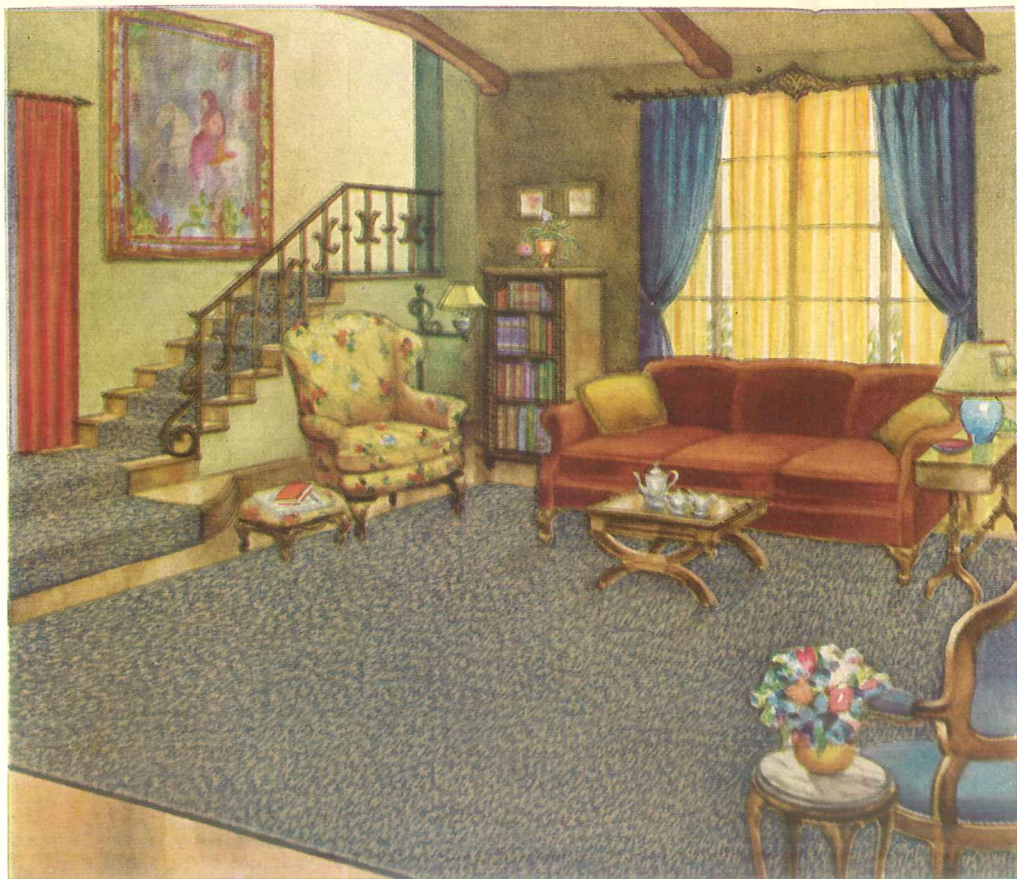
we will send you a 3 ft. x 5 $\frac{1}{4}$  ft. "Surprise Gift Rug" FREE, a rug that would retail for \$6.00.

TENS of thousands have already taken advantage of this Sensational Offer. So great has been its success, we have decided to extend the same opportunity to you again as an *added inducement to order your new Olson Rugs this fall*. This is our contribution to help speed up returning prosperity—a real money-saving opportunity.

#### We Guarantee a Pleasant Surprise

Your gift rug will be woven with the same deep, luxurious wool pile on both sides, in a fascinating blend of lovely, rich colors that will add a charming note of color to any room. Handsomely bordered in deeper tones. A rug fine enough for any room—a rug that will go with all decorating schemes. These gift rugs are not shown in our catalogue. We want to surprise you.





## Number 3111—A Rich, Practical Pattern

SIZES Made	OLD Material	New Low PRICES
27x42 ins. Send 3 lbs.	4	\$2.45
30x54 ins.	4	3.00
36x63 ins.	6	4.20
4x6 3/4 ft.	11	7.30
5x8 ft.	16	10.80
6x6 ft.	15	9.75
6x8 ft.	20	12.95
6x9 ft.	22	14.60
6x12 ft.	30	19.50
7x7 ft.	20	13.25
7x9 ft.	26	17.05
8x8 ft.	26	17.35
8x10 ft.	34	21.65
8x11 ft.	37	23.80
9x9 ft.	34	21.90
9x11 ft.	41	26.80

## Seamless - - Reversible

What could be more practical for any room where hard wear is expected than this luxurious, all-purpose figured rug? The lovely rich effect shown above has been secured by blending a beautiful soft shade of blue with Taupe. The result is a rug that forms a background against which other color schemes show up splendidly. Here is a rich textured rug that yields luxuriously underfoot and stands unlimited wear without showing soil. Why deny yourself the thrill of new rugs when your old materials will save you so much?

SIZES Made	OLD Material	New Low PRICES
9x12 ft. Send 45 lbs.	45	\$28.15
9x15 ft.	56	36.55
10x10 ft.	42	27.00
10x12 ft.	50	32.45
10x13 ft.	54	35.15
11x12 ft.	55	35.70
11x14 ft.	63	41.65
12x12 ft.	60	38.95
12x14 ft.	70	45.45
12x15 ft.	73	48.65
RUNNERS		
27 in.x6 ft.	5	3.65
27 in.x9 ft.	8	5.45
27 in.x12 ft.	11	7.30
3 ft.x9 ft.	11	7.30
3 ft.x12 ft.	15	9.75
Special Sizes made for 30 cents a sq. ft. Send 1/4 lb. per sq. ft.		



## Special We Add New Wool FREE

As a special inducement to Order Now, we will add ONE pound of NEW WOOL FREE to every THREE pounds of old carpets, rugs and clothing sent to us.

This makes it possible for those who lacked sufficient material to meet our former requirements to order this season. The reduced number of pounds of old material that each customer should send is clearly printed on each page.

This offer brings you, at New Low Prices the finest Olson Rugs in all our 57 years of rug weaving.

9x12 ft. Olson  
Rug in 1920... \$54<sup>50</sup>  
NOW as low as 22<sup>75</sup>  
Your Saving \$31<sup>75</sup>

## Finer Rugs — So Low in Price You'll Want New Rugs in Every Room

This new catalogue brings you lovely NEW COLORS and PATTERNS—FINER RUGS—and our GREATEST MONEY-SAVING OFFER.

EVERY WEEK, thousands of women from all over the United States are taking advantage of these low prices.

### It Is Sound Judgment to Order NOW

A bundle of old rugs, carpets, clothing is all that is needed to save  $\frac{1}{2}$ . We don't care how faded or worn old materials are—we don't care what color—just tie them with ordinary rope, attach the enclosed shipping tag and send direct to the Olson Factory AT OUR EXPENSE.

WITHIN A WEEK we will send you our latest type DUO-VELVETY Rugs in any of the fashionable NEW colors or patterns shown in this book;—not ordinary one-sided rugs, but modern, REVERSIBLE rugs that can be used on BOTH SIDES—rugs that will wear TWICE AS LONG—that are EASY TO CLEAN, that cling close

(Continued on next Page)



and firm to the floor without curling at edges.

Your new rugs will look exactly as pictured. We invite you to compare them with costly Wiltons and Axminsters.

## The Modern REVERSIBLE Rugs At 1/2 Price

If Olson Rugs do not transform your home with their beauty—if you are not delighted with their deep, rich texture and velvet-like softness, you have the right to SEND THEM BACK AT OUR EXPENSE, and WE WILL PAY YOU for your materials.

These new Olson Duo-Velvety rugs should not be confused with fluff rugs or any other so-called remade rugs. You'll be amazed at the difference.

We save the valuable wool in the old material—steam, sterilize and treat it so it is just as good as ever—in fact it is BETTER wool because it is thoroughly SEASONED; then the old colors are bleached out, the wool is respun, dyed with fast dyes and woven into rugs on the very latest power looms.

## A Sensational Success — Over a Million Customers

Our business this year has broken all records. It takes a good rug to succeed like that.

Don't you think you owe it to yourself to send your materials and first SEE these new rugs instead of spending twice as much for store rugs? You'll find a range of prices to satisfy every purse. Our FREE WOOL OFFER makes it doubly easy to order now.

### DISPLAY ROOMS LOCATED IN

**CHICAGO**—2800 N. CRAWFORD AT DIVERSEY  
**CHICAGO**—28 LAFLIN STREET  
**CHICAGO**—6032 S. HALSTED ST.  
**NEW YORK**—245 FIFTH AVE. AT 28TH ST.  
**PHILADELPHIA**—401 N. BROAD ST.  
**DETROIT**—35 E. GRAND RIVER  
**ST. LOUIS**—505 NO. 7TH STREET  
**MILWAUKEE**—152 W. WISCONSIN AVE.  
**SAN FRANCISCO**—200 DAVIS STREET  
**CLEVELAND**—403 EUCLID AVE. (OLD ARCADE)  
**MINNEAPOLIS**—512 NICOLLET AVE.  
**PITTSBURGH**—319 FIFTH AVE.

Sincerely yours,

OLSON RUG COMPANY



President

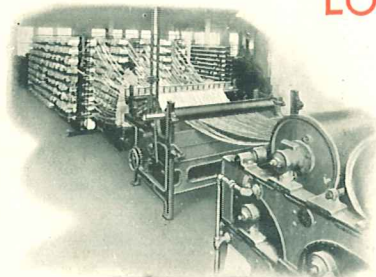
IF YOU LIVE NEAR ONE OF THESE CITIES

you will find a complete display of all OLSON RUGS. Our Showrooms are centrally located in each of these cities.



# Our Patented Process Can't be Copied

## LOWEST FACTORY-TO-YOU PRICES



WARP MACHINES

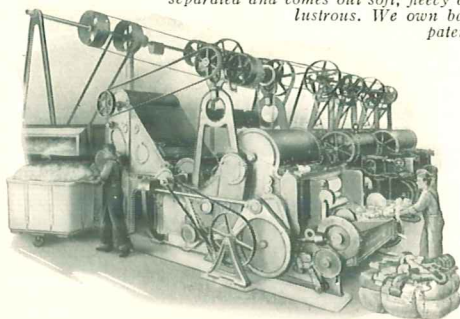
One of our immense machines preparing the thousands of yards of extra strong, four-ply warp needed daily in the weaving of these finer OLSON RUGS.

**O** LSON Duo-Velvety Rugs are the crowning achievement of our 57 years of constant effort. By our scientific new *Patented Process*, your old carpets, rugs and clothing are merged with others and the valuable, seasoned wool in the old materials is reclaimed, scoured, thoroughly sterilized, steamed, pickered, carded, combed and bleached into soft, fluffy, sanitary wool that looks and wears like costly new wool. This wool is then tightly spun, wound into skeins, expertly dyed with fast dyes and woven on the very latest power looms into luxurious, modern, reversible rugs exactly as illustrated.

## IN ONE WEEK new rugs are ready



PREPARING THE WOOL—By this process old materials are shredded. The valuable wool is separated and comes out soft, fleecy and lustrous. We own basic patents.



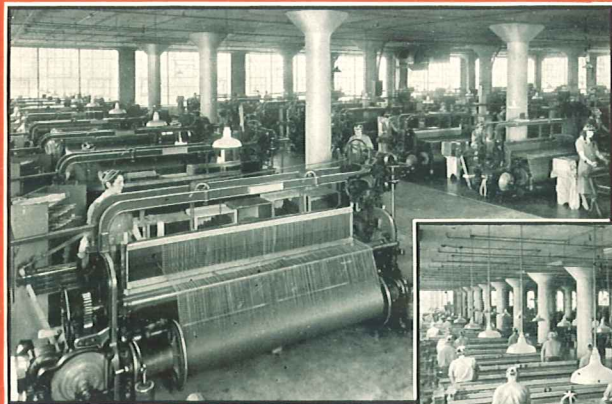
Some of the great modern yarn twisting machines that spin and twist the yarn for sizing and dyeing.

Bundles of material from customers being unloaded and weighed.



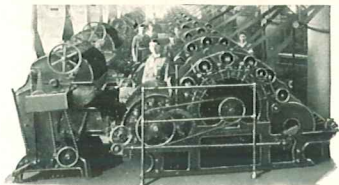
SPINNING MACHINES—A small section of our great spinning division showing some of the machines that spin the reclaimed wool into firmly twisted, high-grade rug yarn.





←An actual photograph showing a section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enables us to offer you finer rugs for less money.

BELOW—A few of the great looms (wonderful new invention) that weave the beautiful, high pile OLSON RUGS. We have developed new methods of weaving that for speed and efficiency have never been excelled.



Carding machines as far as the eye can see.

### Our 57th Year

Order your rugs from America's largest rug manufacturers dealing direct with the home—This mammoth building (40,000 windows) is devoted entirely to rug weaving.

### This is the New Olson Factory

—considered the finest modern rug mills in America. Our thousands of visitors marvel at its magnitude. We invite you, when in Chicago, to let us show you the many wonders of scientific rug weaving to be seen here.

OLSON RUG COMPANY







SIZES OLD New Low  
Made Material PRICES

27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.45
30x54 ins. . . . .	" 4 " . . . . .	3.00
36x63 ins. . . . .	" 6 " . . . . .	4.20
4x6 3/4 ft. . . . .	" 11 " . . . . .	7.30
5x8 ft. . . . .	" 16 " . . . . .	10.80
6x6 ft. . . . .	" 15 " . . . . .	9.75
6x8 ft. . . . .	" 20 " . . . . .	12.95
6x9 ft. . . . .	" 22 " . . . . .	14.60
6x12 ft. . . . .	" 30 " . . . . .	19.50
7x9 ft. . . . .	" 26 " . . . . .	17.05
8x8 ft. . . . .	" 26 " . . . . .	17.35
8x10 ft. . . . .	" 34 " . . . . .	21.65
8x11 ft. . . . .	" 37 " . . . . .	23.80
9x9 ft. . . . .	" 34 " . . . . .	21.90
9x11 ft. . . . .	" 41 " . . . . .	26.80

## Number 3211—Very Practical Seamless - - - Reversible

This beautiful figured rug is extremely rich in character with its soft intermingled tones of dark rose and taupe. Picture this rug in your reception hall, living room, dining room, or any room in your home. An intensely practical rug that has won immense popularity. Won't show soil. You will find it impossible to duplicate the beauty and wearing qualities of this rug elsewhere at even twice the price.

SIZES OLD New Low  
Made Material PRICES

9x12 ft. . . . .	Send 45 lbs. . . . .	\$28.15
9x15 ft. . . . .	" 50 " . . . . .	36.55
10x10 ft. . . . .	" 42 " . . . . .	27.00
10x12 ft. . . . .	" 50 " . . . . .	32.45
10x13 ft. . . . .	" 54 " . . . . .	35.15
11x12 ft. . . . .	" 55 " . . . . .	35.70
11x14 ft. . . . .	" 63 " . . . . .	41.65
12x12 ft. . . . .	" 60 " . . . . .	38.95
12x14 ft. . . . .	" 70 " . . . . .	45.45
12x15 ft. . . . .	" 73 " . . . . .	48.65

### RUNNERS

27 in.x6 ft. . . . .	" 5 " . . . . .	3.65
27 in.x9 ft. . . . .	" 8 " . . . . .	5.45
27 in.x12 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x9 ft. . . . .	" 11 " . . . . .	7.30

Special Sizes made for 30 cents  
a sq. ft. Send 1/2 lb. per sq. ft.





SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.65
30x54 ins. . . . .	" 4 " . . . . .	3.35
36x63 ins. . . . .	" 6 " . . . . .	4.70
4x6 3/4 ft. . . . .	" 11 " . . . . .	8.05
5x8 ft. . . . .	" 16 " . . . . .	11.95
6x6 ft. . . . .	" 15 " . . . . .	10.75
6x8 ft. . . . .	" 20 " . . . . .	14.30
6x9 ft. . . . .	" 22 " . . . . .	16.15
6x12 ft. . . . .	" 30 " . . . . .	21.50
7x7 ft. . . . .	" 20 " . . . . .	14.65
7x9 ft. . . . .	" 26 " . . . . .	18.80
8x8 ft. . . . .	" 26 " . . . . .	19.10
8x10 ft. . . . .	" 34 " . . . . .	23.75
8x11 ft. . . . .	" 37 " . . . . .	26.25
9x9 ft. . . . .	" 34 " . . . . .	24.15
9x11 ft. . . . .	" 41 " . . . . .	29.50

## Number 1016 — The New Blue Seamless - - - Reversible

Perhaps no other color, with the exception of Taupe, has won such popularity in recent years as the soft, rich, new Blue shown above. This is the harmonious new Blue that all women are so enthusiastic about because it blends with practically every decorating scheme and is a practical color. *Color* is the secret of beautiful rooms. You will be delighted with the change that one of these soft, luxurious Blue rugs will make in your home. (*Ovals* to match made in 4 sizes. See page 14)

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$30.40
9x15 ft. . . . .	" 56 " . . . . .	40.25
10x10 ft. . . . .	" 42 " . . . . .	29.85
10x12 ft. . . . .	" 50 " . . . . .	35.80
10x13 ft. . . . .	" 54 " . . . . .	38.80
11x12 ft. . . . .	" 55 " . . . . .	39.40
11x14 ft. . . . .	" 63 " . . . . .	45.95
12x12 ft. . . . .	" 60 " . . . . .	42.95
12x14 ft. . . . .	" 70 " . . . . .	50.10
12x15 ft. . . . .	" 73 " . . . . .	53.70
RUNNERS		
27 in.x6 ft. . . . .	" 5 " . . . . .	4.05
27 in.x9 ft. . . . .	" 8 " . . . . .	6.05
27 in.x12 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x9 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x12 ft. . . . .	" 15 " . . . . .	10.75
Special Sizes made for 33 cents a sq. ft. Send 1/2 lb. per sq. ft.		

## Seamless - - Reversible

*Two rugs in one—Both sides woven alike with Persian beauty and velvet-like softness combined to give twice the wear.*



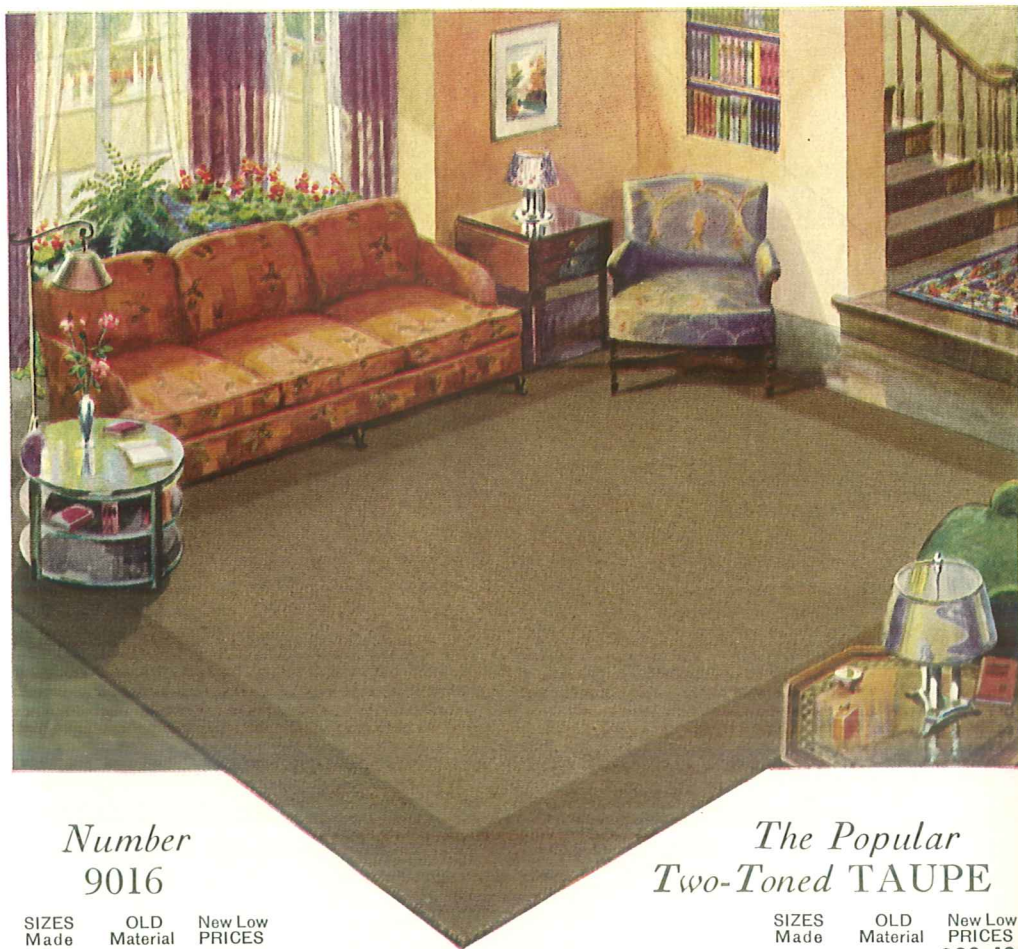
SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . .	<b>\$2.80</b>
30x54 ins. . . . .	" 4. " . . . .	<b>3.90</b>
36x63 ins. . . . .	" 6. " . . . .	<b>5.40</b>
4x6 3/4 ft. . . . .	" 11. " . . . .	<b>9.30</b>
5x8 ft. . . . .	" 16. " . . . .	<b>13.80</b>
6x8 ft. . . . .	" 20. " . . . .	<b>16.55</b>
6x9 ft. . . . .	" 22. " . . . .	<b>18.60</b>
7x9 ft. . . . .	" 26. " . . . .	<b>21.75</b>

### *No. 96126—Oriental Masterpiece*

Lovers of luxurious Persian rugs will prize this rare and fascinating design. It is adapted from one of the finest specimens of Persian art. The original is in one of the great European collections. Here is lasting Persian beauty that has no fear of passing years. A rug of true Oriental luxury that can't be duplicated at double the price shown here.

SIZES Made	OLD Material	New Low PRICES
8x10 ft. . . . .	Send 34 lbs. . . .	<b>\$27.60</b>
8x11 ft. . . . .	" 37. " . . . .	<b>30.40</b>
9x9 ft. . . . .	" 34. " . . . .	<b>27.95</b>
9x11 ft. . . . .	" 41. " . . . .	<b>33.95</b>
9x12 ft. . . . .	" 45. " . . . .	<b>34.40</b>
9x15 ft. . . . .	" 56. " . . . .	<b>46.60</b>
10x12 ft. . . . .	" 50. " . . . .	<b>41.40</b>





Number  
9016

The Popular  
Two-Toned TAUPE

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.65
30x54 ins. . . . .	" 4 " . . . . .	3.35
36x63 ins. . . . .	" 6 " . . . . .	4.70
4x6 3/4 ft. . . . .	" 11 " . . . . .	8.05
5x8 ft. . . . .	" 16 " . . . . .	11.95
6x6 ft. . . . .	" 15 " . . . . .	10.75
6x8 ft. . . . .	" 20 " . . . . .	14.30
6x9 ft. . . . .	" 22 " . . . . .	16.15
6x12 ft. . . . .	" 30 " . . . . .	21.50
7x7 ft. . . . .	" 20 " . . . . .	14.65
7x9 ft. . . . .	" 26 " . . . . .	18.80
8x8 ft. . . . .	" 26 " . . . . .	19.10
8x10 ft. . . . .	" 34 " . . . . .	23.75
8x11 ft. . . . .	" 37 " . . . . .	26.25
9x9 ft. . . . .	" 34 " . . . . .	24.15
9x11 ft. . . . .	" 41 " . . . . .	29.50

## Seamless - - - Reversible

Picture this attractive Taupe rug in your home. Analyze its appeal. It is restful, unobtrusive, elegant, satisfying. "Feels like padded velvet underfoot." It holds the room and furniture together in perfect harmony. A Taupe rug has that effect in any room, with any style of decorating and with furniture of any period. Taupe is so ideally suited for floor coverings that many of the finest homes today have these beautiful rugs in every room. The weave is close, firm and rich-textured.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$30.40
9x15 ft. . . . .	" 56 " . . . . .	40.25
10x10 ft. . . . .	" 42 " . . . . .	29.85
10x12 ft. . . . .	" 50 " . . . . .	35.80
10x13 ft. . . . .	" 54 " . . . . .	38.80
11x12 ft. . . . .	" 55 " . . . . .	39.40
11x14 ft. . . . .	" 63 " . . . . .	45.95
12x12 ft. . . . .	" 60 " . . . . .	42.95
12x14 ft. . . . .	" 70 " . . . . .	50.10
12x15 ft. . . . .	" 73 " . . . . .	53.70
RUNNERS		
27 in.x6 ft. . . . .	" 5 " . . . . .	4.05
27 in.x9 ft. . . . .	" 8 " . . . . .	6.05
27 in.x12 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x9 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x12 ft. . . . .	" 15 " . . . . .	10.75
Special Sizes made for 33 cents a sq. ft. Send 1/2 lb. per sq. ft.		

## Seamless—Reversible

*The same lovely pattern is woven on both sides. A wonderful rug at a sensational saving.*

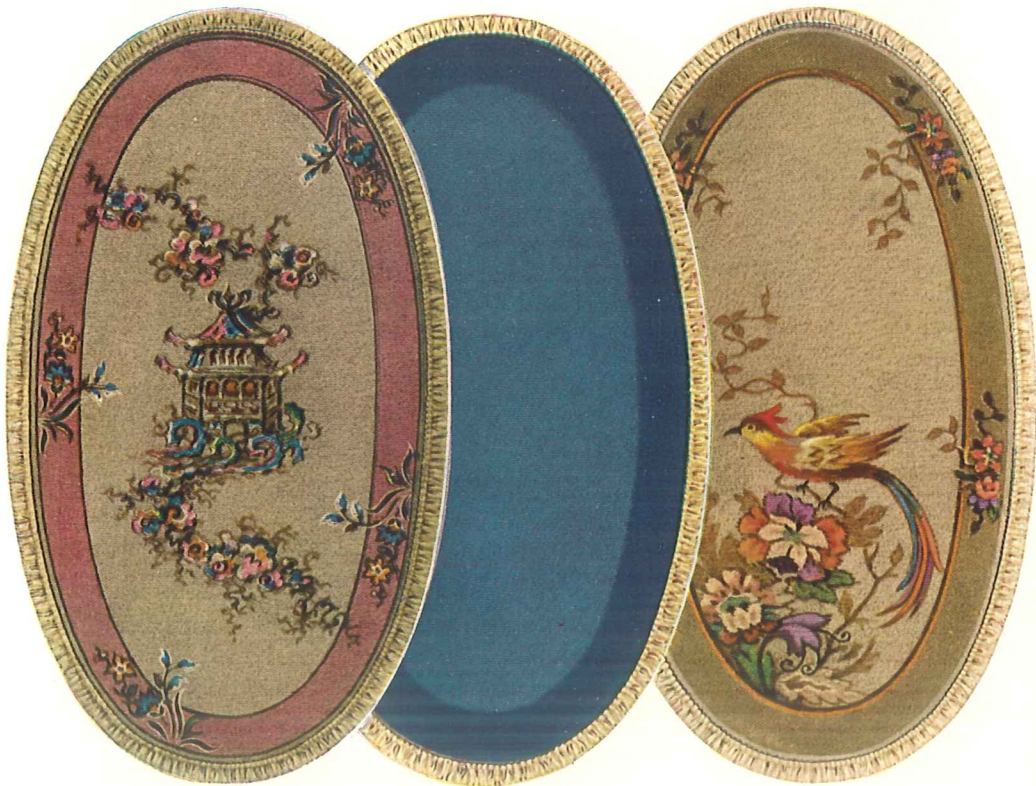


### *Number 23133—Lovely, Rich, Textured, Modern!*

SIZES Made	OLD Material	New Low PRICES
30x54 ins. <i>Send 4 lbs.</i>		<b>\$3.90</b>
36x63 ins. . . . . " .6. "		<b>5.40</b>
4x6 $\frac{3}{4}$ ft. . . . . " .11. "		<b>9.30</b>
8x10 ft. . . . . " .34. "		<b>27.60</b>
9x12 ft. . . . . " .45. "		<b>34.40</b>

A beautiful design adapted from a museum-treasured Oriental! All the romantic charm of color and pattern that has stood the test of years is woven into this luxurious, new-type Olson Rug—a rug that could not be duplicated at twice the price in retail stores. The exquisite, deep rose background, with rich arabesques in soft, blending Oriental colors, will give a sumptuously rich personality to any room. The same extra deep, thick nap on both sides means double the wear and twice the luxury underfoot. Just send your materials—we'll do the rest.





### Number 09118

#### CHINESE

A beautiful new Chinese Design. At these amazingly low prices we feel sure you will want to send enough material to include one of these lovely, colorful oval rugs in your order. Woven Seamless and Reversible with the same velvety nap on both sides. *Fringed.*

SIZES Made	OLD Material	New Low PRICES
27x42 ins. ....	Send 3 lbs. ....	\$ <b>3.15</b>
30x54 ins. ....	" .4. " ....	<b>4.50</b>
36x63 ins. ....	" .6. " ....	<b>6.45</b>
4¼x6¾ ft. ....	" .11. " ....	<b>11.25</b>

### Number 01124

#### THE NEW BLUE

Think of the many places in your home where this charming soft Blue oval rug can be placed to advantage. In your bedroom where its soft, velvety nap is so agreeable underfoot; between doorways; or in front of a davenport or easy chair. Reversible. *Fringed.*

SIZES Made	OLD Material	New Low PRICES
27x42 ins. ....	Send 3 lbs. ....	\$ <b>3.15</b>
30x54 ins. ....	" .4. " ....	<b>4.50</b>
36x63 ins. ....	" .6. " ....	<b>6.45</b>
4¼x6¾ ft. ....	" .11. " ....	<b>11.25</b>

### Number 09114

#### JAPANESE

A Lovely Japanese Garden Design. All the mysticism and charm of far off Japan are in this rug. A sacred Japanese bird with richly colored plumage adds great beauty. The same firm, deep, velvety nap — the same charming pattern on both sides. *Fringed.*

SIZES Made	OLD Material	New Low PRICES
27x42 ins. ....	Send 3 lbs. ....	\$ <b>3.15</b>
30x54 ins. ....	" .4. " ....	<b>4.50</b>
36x63 ins. ....	" .6. " ....	<b>6.45</b>
4¼x6¾ ft. ....	" .11. " ....	<b>11.25</b>



### Number 09126

#### PERSIAN

Introducing one of our latest designs—an exquisite Persian Oval in a combination of rich colors on a field of Taupe. Woven seamless and reversible in four sizes. A luxuriously soft, rich-textured rug you can't duplicate elsewhere for double the price. Fringed.

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . . Send 3 lbs. . . . .		\$ <b>3.15</b>
30x54 ins. . . . . " . 4. " . . . .		<b>4.50</b>
36x63 ins. . . . . " . 6. " . . . .		<b>6.45</b>
4¼x6¾ ft. . . . . " . 11. " . . . .		<b>11.25</b>

### Number 04127

#### GREY GREEN

We are extremely proud to offer you this popular new color in an Olson Oval—woven seamless and reversible with the same deep, soft, velvet-like nap on both sides. Include this cheerful, refreshing rug in your order. It will harmonize with any color scheme. Fringed.

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . . Send 3 lbs. . . . .		\$ <b>3.15</b>
30x54 ins. . . . . " . 4. " . . . .		<b>4.50</b>
36x63 ins. . . . . " . 6. " . . . .		<b>6.45</b>
4¼x6¾ ft. . . . . " . 11. " . . . .		<b>11.25</b>

### Number 07128

#### ORCHID

You will surely want to add one of these charming rugs to your larger order. This new color is extremely popular, and adds a dainty colorful note to a room. Woven seamless and reversible with the same luxurious nap on both sides. Fringed. A sensational value.

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . . Send 3 lbs. . . . .		\$ <b>3.15</b>
30x54 ins. . . . . " . 4. " . . . .		<b>4.50</b>
36x63 ins. . . . . " . 6. " . . . .		<b>6.45</b>
4¼x6¾ ft. . . . . " . 11. " . . . .		<b>11.25</b>





Seamless

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.65
30x54 ins. . . . .	" 4 " . . . . .	3.35
36x63 ins. . . . .	" 6 " . . . . .	4.70
4x6 3/4 ft. . . . .	" 11 " . . . . .	8.05
5x8 ft. . . . .	" 16 " . . . . .	11.95
6x6 ft. . . . .	" 15 " . . . . .	10.75
6x8 ft. . . . .	" 20 " . . . . .	14.30
6x9 ft. . . . .	" 22 " . . . . .	16.15
6x12 ft. . . . .	" 30 " . . . . .	21.50
7x7 ft. . . . .	" 20 " . . . . .	14.65
7x9 ft. . . . .	" 26 " . . . . .	18.80
8x8 ft. . . . .	" 26 " . . . . .	19.10
8x10 ft. . . . .	" 34 " . . . . .	23.75
8x11 ft. . . . .	" 37 " . . . . .	26.25
9x9 ft. . . . .	" 34 " . . . . .	24.15
9x11 ft. . . . .	" 41 " . . . . .	29.50

Number  
8016

Two-Toned MOLE

Complete harmony in colorful interiors is not difficult to achieve when you select two-toned rugs in this popular shade. Decorators agree that the color scheme of a room should be built up from the floor. The variety of color schemes to which this two-toned Mole lends itself is almost endless. Its suitability to all rooms in the home is apparent. Note these low prices for luxurious, reversible rugs.

Reversible

SIZES	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$30.40
9x15 ft. . . . .	" 56 " . . . . .	40.25
10x10 ft. . . . .	" 42 " . . . . .	29.85
10x12 ft. . . . .	" 50 " . . . . .	35.80
10x13 ft. . . . .	" 54 " . . . . .	38.80
11x12 ft. . . . .	" 55 " . . . . .	39.40
11x14 ft. . . . .	" 63 " . . . . .	45.95
12x12 ft. . . . .	" 60 " . . . . .	42.95
12x14 ft. . . . .	" 70 " . . . . .	50.10
12x15 ft. . . . .	" 73 " . . . . .	53.70
RUNNERS		
27 in.x6 ft. . . . .	" 5 " . . . . .	4.05
27 in.x9 ft. . . . .	" 8 " . . . . .	6.05
27 in.x12 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x9 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x12 ft. . . . .	" 15 " . . . . .	10.75
Special Sizes made for 33 cents a sq. ft. Send 3/4 lb. per sq. ft.		



## Seamless - Reversible

*This beautiful rug will give a wonderfully rich effect to any room. Just picture it in your own home.*



SIZES	OLD	New Low
Made	Material	PRICES
27x42 ins. . . . .	Send 3 lbs. . .	\$2.80
30x54 ins. . . . .	" . 4. " . . . .	<b>3.90</b>
36x63 ins. . . . .	" . 6. " . . . .	<b>5.40</b>
4x6 3/4 ft. . . . .	" . 11. " . . . .	<b>9.30</b>
5x8 ft. . . . .	" . 16. " . . . .	<b>13.80</b>
6x8 ft. . . . .	" . 20. " . . . .	<b>16.55</b>
6x9 ft. . . . .	" . 22. " . . . .	<b>18.60</b>
7x9 ft. . . . .	" . 26. " . . . .	<b>21.75</b>

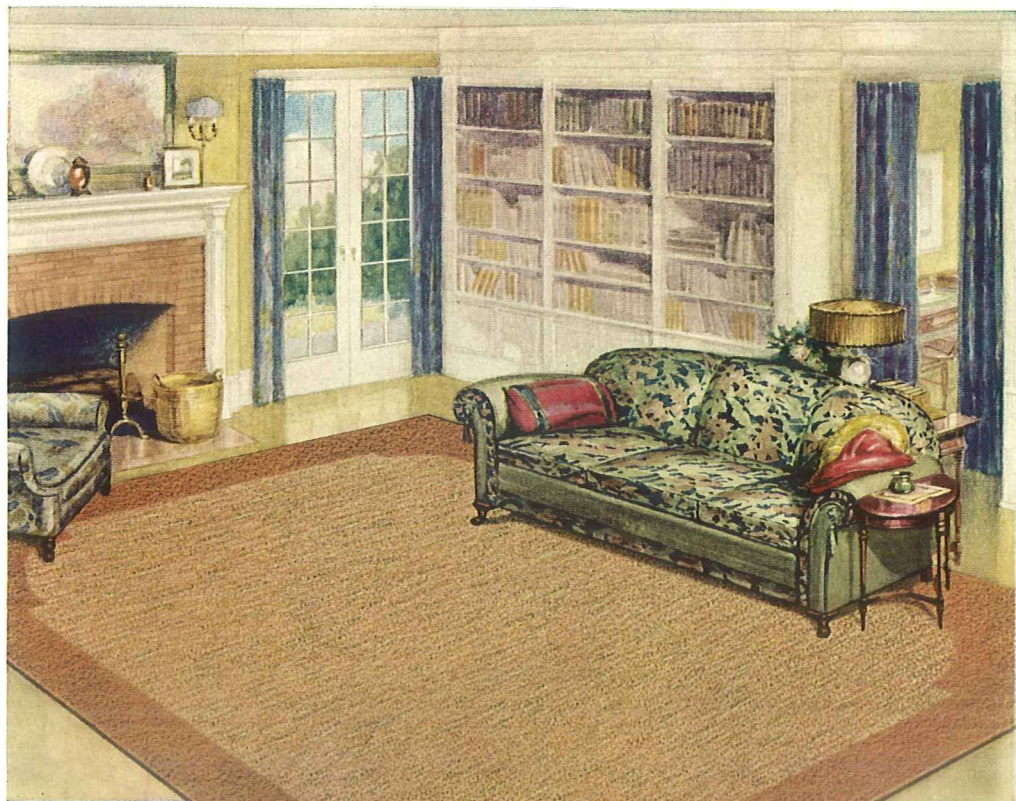
## Number 12122

### *Exquisite Persian Design*

The field is of midnight blue upon which are woven intricate Persian tracteries and rich, Arabesques faithfully reproduced from a famous 16th Century Oriental. Here's rich-textured rug luxury at a sensational saving. This exquisite pattern with its wealth of soft, blending Persian colors, will impart a world of character to any room in your home.

SIZES	OLD	New Low
Made	Material	PRICES
8x10 ft. . . . .	Send 34 lbs. . .	<b>\$27.60</b>
8x11 ft. . . . .	" . 37. " . . . .	<b>30.40</b>
9x9 ft. . . . .	" . 34. " . . . .	<b>27.95</b>
9x11 ft. . . . .	" . 41. " . . . .	<b>33.95</b>
9x12 ft. . . . .	" . 45. " . . . .	<b>34.40</b>
9x15 ft. . . . .	" . 56. " . . . .	<b>46.60</b>
10x12 ft. . . . .	" . 50. " . . . .	<b>41.40</b>





## Number 6814

SIZES Made	OLD Material	New Low PRICES
27x42 ins. <i>Send 3 lbs.</i>		<b>\$2.15</b>
30x54 ins. . . . . 4. "		<b>2.75</b>
36x63 ins. . . . . 6. "		<b>3.80</b>
4x6 3/4 ft. . . . . 11. "		<b>6.55</b>
5x8 ft. . . . . 16. "		<b>9.70</b>
6x6 ft. . . . . 15. "		<b>8.80</b>
6x8 ft. . . . . 20. "		<b>11.65</b>
6x9 ft. . . . . 22. "		<b>13.15</b>
6x12 ft. . . . . 30. "		<b>17.55</b>
7x7 ft. . . . . 20. "		<b>11.95</b>
7x9 ft. . . . . 26. "		<b>15.35</b>
8x8 ft. . . . . 26. "		<b>15.55</b>
8x10 ft. . . . . 34. "		<b>19.55</b>
8x11 ft. . . . . 37. "		<b>21.40</b>
9x9 ft. . . . . 34. "		<b>19.70</b>
9x11 ft. . . . . 41. "		<b>24.10</b>

## Seamless

In keeping with the home decorating trend of today, this Tiffany mixture of the charming colors of Autumn foliage meets satisfactorily the demand for harmony and service. There is a suggestion of the Early American period when simplicity and sturdiness were the dominating notes of the fine old New England homes. A subtle, elusive beauty—felt rather than seen. This practical rug is woven in our new *Duo-Velvety* weave like all the rugs in this book. The deep, firm, closely woven nap feels like an Oriental underfoot.

## Reversible

## AUTUMN OAK

SIZES Made	OLD Material	New Low PRICES
9x12 ft. <i>Send 45 lbs.</i>		<b>\$24.95</b>
9x15 ft. . . . . 56. "		<b>32.85</b>
10x10 ft. . . . . 42. "		<b>24.35</b>
10x12 ft. . . . . 50. "		<b>29.20</b>
10x13 ft. . . . . 54. "		<b>31.65</b>
11x12 ft. . . . . 55. "		<b>32.15</b>
11x14 ft. . . . . 63. "		<b>37.50</b>
12x12 ft. . . . . 60. "		<b>35.05</b>
12x14 ft. . . . . 70. "		<b>40.90</b>
12x15 ft. . . . . 73. "		<b>43.85</b>
<b>RUNNERS</b>		
27 in.x6 ft. . . . . 5. "		<b>3.30</b>
27 in.x9 ft. . . . . 8. "		<b>4.95</b>
27 in.x12 ft. . . . . 11. "		<b>6.55</b>
3 ft.x9 ft. . . . . 11. "		<b>6.55</b>
3 ft.x12 ft. . . . . 15. "		<b>8.80</b>
Special Sizes made for 27 cents a sq. ft. Send 1/4 lb. per sq. ft.		



Seamless  
Reversible

RUST—A Rich New  
Color in a Practical Design

SIZES Made	OLD Material	New PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	<b>\$2.30</b>
30x54 ins. . . . .	" . 4 . . . . .	<b>2.95</b>
36x63 ins. . . . .	" . 6 . . . . .	<b>4.10</b>
4x6 $\frac{3}{4}$ ft. . . . .	" . 11 . . . . .	<b>7.05</b>
5x8 ft. . . . .	" . 16 . . . . .	<b>10.50</b>
6x8 ft. . . . .	" . 20 . . . . .	<b>12.60</b>
6x9 ft. . . . .	" . 22 . . . . .	<b>14.20</b>
6x12 ft. . . . .	" . 30 . . . . .	<b>18.95</b>
7x7 ft. . . . .	" . 20 . . . . .	<b>12.90</b>
7x9 ft. . . . .	" . 26 . . . . .	<b>16.60</b>
8x8 ft. . . . .	" . 26 . . . . .	<b>16.80</b>
8x10 ft. . . . .	" . 34 . . . . .	<b>20.95</b>
8x11 ft. . . . .	" . 37 . . . . .	<b>23.10</b>
9x9 ft. . . . .	" . 34 . . . . .	<b>21.30</b>
9x11 ft. . . . .	" . 41 . . . . .	<b>26.05</b>

## Number 2116

Where have you ever seen a more inviting color effect than this practical new shade known as Rust that is so popular today? An intriguing new color blend around which you can build fascinating new color effects for any room in the home. Here is a rug that will stand abusive wear and always look good—always distinctive and smart. It saves work as well as money. This rich rug will bring the magic of modern color and rich luxury to any room at trifling cost. The same on both sides.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	<b>\$26.95</b>
9x15 ft. . . . .	" . 56 . . . . .	<b>35.50</b>
10x10 ft. . . . .	" . 42 . . . . .	<b>26.30</b>
10x12 ft. . . . .	" . 50 . . . . .	<b>31.55</b>
10x13 ft. . . . .	" . 54 . . . . .	<b>34.20</b>
11x12 ft. . . . .	" . 55 . . . . .	<b>34.70</b>
11x14 ft. . . . .	" . 63 . . . . .	<b>40.50</b>
12x12 ft. . . . .	" . 60 . . . . .	<b>37.85</b>
12x14 ft. . . . .	" . 70 . . . . .	<b>44.15</b>
12x15 ft. . . . .	" . 73 . . . . .	<b>47.35</b>
RUNNERS		
27 in.x6 ft. . . . .	" . 5 . . . . .	<b>3.55</b>
27 in.x9 ft. . . . .	" . 8 . . . . .	<b>5.35</b>
27 in.x12 ft. . . . .	" . 11 . . . . .	<b>7.05</b>
3 ft.x9 ft. . . . .	" . 11 . . . . .	<b>7.05</b>
3 ft.x12 ft. . . . .	" . 15 . . . . .	<b>9.50</b>
Special Sizes made for 29 cents a sq. ft. Send $\frac{1}{4}$ lb. per sq. ft.		





SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.45
30x54 ins. . . . .	4. " . . . .	3.00
36x63 ins. . . . .	6. " . . . .	4.20
4x6 3/4 ft. . . . .	11. " . . . .	7.30
5x8 ft. . . . .	16. " . . . .	10.80
6x6 ft. . . . .	15. " . . . .	9.75
6x8 ft. . . . .	20. " . . . .	12.95
6x9 ft. . . . .	22. " . . . .	14.60
6x12 ft. . . . .	30. " . . . .	19.50
7x7 ft. . . . .	20. " . . . .	13.25
7x9 ft. . . . .	26. " . . . .	17.05
8x8 ft. . . . .	26. " . . . .	17.35
8x10 ft. . . . .	34. " . . . .	21.65
8x11 ft. . . . .	37. " . . . .	23.80
9x9 ft. . . . .	34. " . . . .	21.90
9x11 ft. . . . .	41. " . . . .	26.80

## Number 1211

*A Rich Practical New Design  
in Soft Shades of BLUE*

## Seamless - - - Reversible

Study this charming, home-like room. Its harmony delights the eye. Yet this much sought for effect is quickly and inexpensively achieved by ordering this lovely new damask patterned blue rug. Here's a cheerful, practical rug for any room in the home. A rug that will work a sure cure for monotony. A rug you can live with year after year. The rich texture gives no hint of the great saving.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$28.15
9x15 ft. . . . .	56. " . . . .	36.55
10x10 ft. . . . .	42. " . . . .	27.00
10x12 ft. . . . .	50. " . . . .	32.45
10x13 ft. . . . .	54. " . . . .	35.15
11x12 ft. . . . .	55. " . . . .	35.70
11x14 ft. . . . .	63. " . . . .	41.65
12x12 ft. . . . .	60. " . . . .	38.95
12x14 ft. . . . .	70. " . . . .	45.45
12x15 ft. . . . .	73. " . . . .	48.65

### RUNNERS

27 in.x6 ft. . . . .	5. " . . . .	3.65
27 in.x9 ft. . . . .	8. " . . . .	5.45
27 in.x12 ft. . . . .	11. " . . . .	7.30
3 ft.x9 ft. . . . .	11. " . . . .	7.30
3 ft.x12 ft. . . . .	15. " . . . .	9.75

Special Sizes made for 30 cents  
a sq. ft. Send 1/2 lb. per sq. ft.



Number  
9011

## TAUPE for Practical Beauty

### Seamless - Reversible

SIZES Made	OLD Material	New Low PRICES
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27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.45
30x54 ins. . . . .	" 4 " . . . . .	3.00
36x63 ins. . . . .	" 6 " . . . . .	4.20
4x6 1/4 ft. . . . .	" 11 " . . . . .	7.30
5x8 ft. . . . .	" 16 " . . . . .	10.80
6x6 ft. . . . .	" 15 " . . . . .	9.75
6x8 ft. . . . .	" 20 " . . . . .	12.95
6x9 ft. . . . .	" 22 " . . . . .	14.60
6x12 ft. . . . .	" 30 " . . . . .	19.50
7x7 ft. . . . .	" 20 " . . . . .	13.25
7x9 ft. . . . .	" 26 " . . . . .	17.05
8x8 ft. . . . .	" 26 " . . . . .	17.35
8x10 ft. . . . .	" 34 " . . . . .	21.65
8x11 ft. . . . .	" 37 " . . . . .	23.80
9x9 ft. . . . .	" 34 " . . . . .	21.90
9x11 ft. . . . .	" 41 " . . . . .	26.80

Taupe is always distinctive—never commonplace. There is no more practical color for a rug. It will stand abusive wear and always look good—always cheerful, comfortable and charming. It saves work as well as money. Taupe is appropriate for any room in the house—upstairs or down. Note how agreeably the broad expanse of taupe harmonizes with the walls, draperies and furniture in the living room above. A popular trend is now toward Taupe rugs that cover nearly the entire floor. This gives the effect of a larger room. These rich-textured Taupe rugs will delight you.

SIZES Made	OLD Material	New Low PRICES
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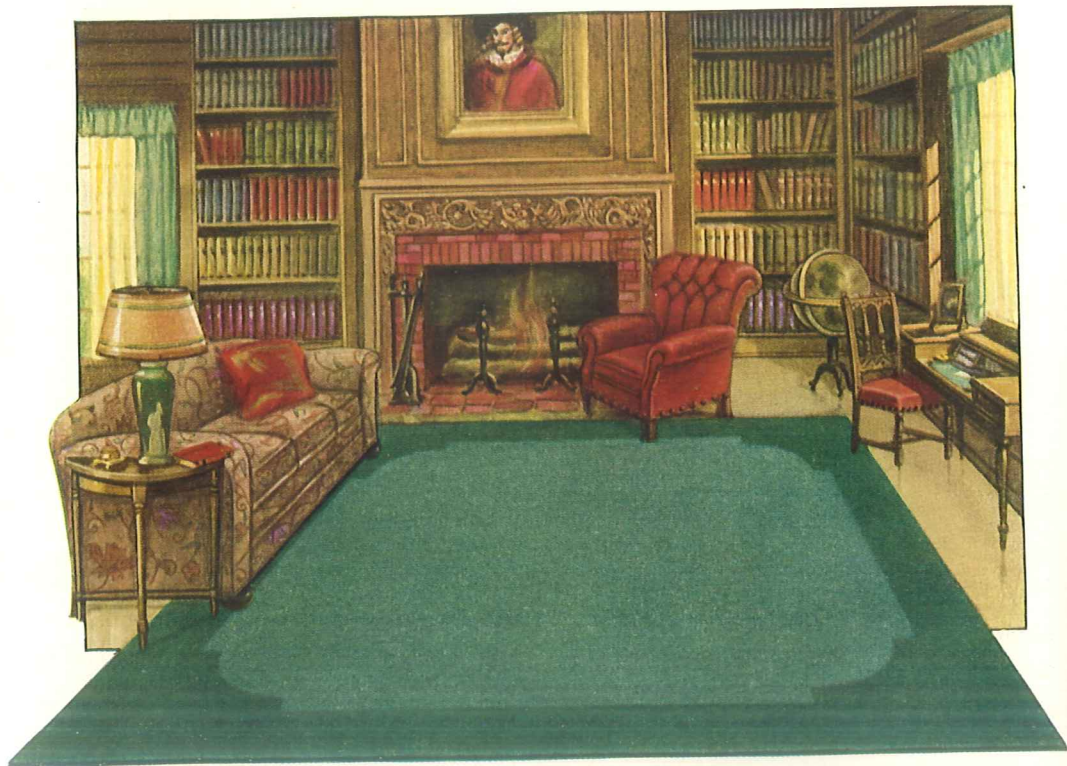
9x12 ft. . . . .	Send 45 lbs. . . . .	\$28.15
9x15 ft. . . . .	" 56 " . . . . .	36.55
10x10 ft. . . . .	" 42 " . . . . .	27.00
10x12 ft. . . . .	" 50 " . . . . .	32.45
10x13 ft. . . . .	" 54 " . . . . .	35.15
11x12 ft. . . . .	" 55 " . . . . .	35.70
11x14 ft. . . . .	" 63 " . . . . .	41.65
12x12 ft. . . . .	" 60 " . . . . .	38.95
12x14 ft. . . . .	" 70 " . . . . .	45.45
12x15 ft. . . . .	" 73 " . . . . .	48.65

#### RUNNERS

27 in.x6 ft. . . . .	" 5 " . . . . .	3.65
27 in.x9 ft. . . . .	" 8 " . . . . .	5.45
27 in.x12 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x9 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x12 ft. . . . .	" 15 " . . . . .	9.75

Special Sizes made for 30 cents  
a sq. ft. Send 1/2 lb. per sq. ft.





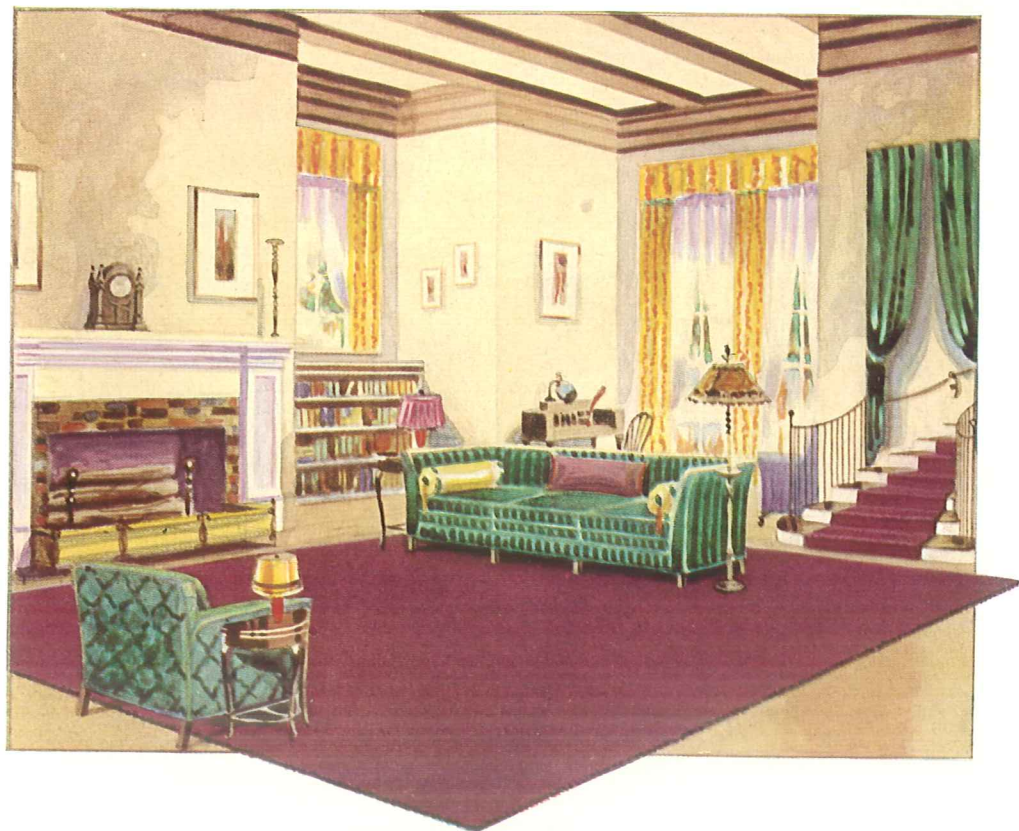
## Number 4014—The New GREY GREEN

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.65
30x54 ins. . . . .	" 4 " . . . . .	3.35
36x63 ins. . . . .	" 6 " . . . . .	4.70
4x6¾ ft. . . . .	" 11 " . . . . .	8.05
5x8 ft. . . . .	" 16 " . . . . .	11.95
6x6 ft. . . . .	" 15 " . . . . .	10.75
6x8 ft. . . . .	" 20 " . . . . .	14.30
6x9 ft. . . . .	" 22 " . . . . .	16.15
6x12 ft. . . . .	" 30 " . . . . .	21.50
7x7 ft. . . . .	" 20 " . . . . .	14.65
7x9 ft. . . . .	" 26 " . . . . .	18.80
8x8 ft. . . . .	" 26 " . . . . .	19.10
8x10 ft. . . . .	" 34 " . . . . .	23.75
8x11 ft. . . . .	" 37 " . . . . .	26.25
9x9 ft. . . . .	" 34 " . . . . .	24.15
9x11 ft. . . . .	" 41 " . . . . .	29.50

### Seamless - - - Reversible

This is another new color creation, achieved by the simple combination and contrasting of two restful shades of green in an artistic and harmonious rug that fits in with every scheme of decoration. It imparts to any room a subdued elegance that is charming. Grey Green has gained the approval of leading interior decorators because it is so practical and harmonious. As a color it is restful to the eye; and stands up under severe wear without showing soil. Note particularly the pleasing new border effect. A rich textured rug of this quality and durability cannot be purchased retail for less than double our *factory-to-you* prices. You risk nothing by a trial.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$30.40
9x15 ft. . . . .	" 56 " . . . . .	40.25
10x10 ft. . . . .	" 42 " . . . . .	29.85
10x12 ft. . . . .	" 50 " . . . . .	35.80
10x13 ft. . . . .	" 54 " . . . . .	38.80
11x12 ft. . . . .	" 55 " . . . . .	39.40
11x14 ft. . . . .	" 63 " . . . . .	45.95
12x12 ft. . . . .	" 60 " . . . . .	42.95
12x14 ft. . . . .	" 70 " . . . . .	50.10
12x15 ft. . . . .	" 73 " . . . . .	53.70
RUNNERS		
27 in.x6 ft. . . . .	" 5 " . . . . .	4.05
27 in.x9 ft. . . . .	" 8 " . . . . .	6.05
27 in.x12 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x9 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x12 ft. . . . .	" 15 " . . . . .	10.75
Special Sizes made for 33 cts. a sq. ft. Send ¼ lb. per sq. ft.		



## Number 7111—A Lovely Soft MULBERRY

SIZES  
Made OLD New Low  
Material PRICES

27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.45
30x54 ins. . . . .	" 4 " . . . . .	3.00
36x63 ins. . . . .	" 6 " . . . . .	4.20
4x6¾ ft. . . . .	" 11 " . . . . .	7.30
5x8 ft. . . . .	" 16 " . . . . .	10.80
6x6 ft. . . . .	" 15 " . . . . .	9.75
6x8 ft. . . . .	" 20 " . . . . .	12.95
6x9 ft. . . . .	" 22 " . . . . .	14.60
6x12 ft. . . . .	" 30 " . . . . .	19.50
7x7 ft. . . . .	" 20 " . . . . .	13.25
7x9 ft. . . . .	" 26 " . . . . .	17.05
8x8 ft. . . . .	" 26 " . . . . .	17.35
8x10 ft. . . . .	" 34 " . . . . .	21.65
8x11 ft. . . . .	" 37 " . . . . .	23.80
9x9 ft. . . . .	" 34 " . . . . .	21.90
9x11 ft. . . . .	" 41 " . . . . .	26.80

## Seamless - - - Reversible

Never before have homes been so colorful, so attractive, so inviting. No longer do we find dingy, drab rooms that depress us with their gloomy atmosphere, for modern women have discovered the invigorating magic of cheerful colors; and leading decorators urge the use of color with frank sincerity. This glorious new shade of Mulberry will bring new inspiration to any room—and will transform dull rooms into bright, inviting places. Plain colors continue to hold undisputed sway in America's finest homes. Our factory-to-you prices save you *half*. Don't waste old materials. They're valuable. We guarantee satisfaction.

SIZES  
Made OLD New Low  
Material PRICES

9x12 ft. . . . .	Send 45 lbs. . . . .	\$28.15
9x15 ft. . . . .	" 56 " . . . . .	36.55
10x10 ft. . . . .	" 42 " . . . . .	27.00
10x12 ft. . . . .	" 50 " . . . . .	32.45
10x13 ft. . . . .	" 54 " . . . . .	35.15
11x12 ft. . . . .	" 55 " . . . . .	35.70
11x14 ft. . . . .	" 63 " . . . . .	41.65
12x12 ft. . . . .	" 60 " . . . . .	38.95
12x14 ft. . . . .	" 70 " . . . . .	45.45
12x15 ft. . . . .	" 73 " . . . . .	48.65

### RUNNERS

27 in.x6 ft. . . . .	" 5 " . . . . .	3.65
27 in.x9 ft. . . . .	" 8 " . . . . .	5.45
27 in.x12 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x9 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x12 ft. . . . .	" 15 " . . . . .	9.75

Special Sizes made for 30 cents  
a sq. ft. Send ¾ lb. per sq. ft.





SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs.	\$2.65
30x54 ins. . . . .	" 4 "	3.35
36x63 ins. . . . .	" 6 "	4.70
4x6 3/4 ft. . . . .	" 11 "	8.05
5x8 ft. . . . .	" 16 "	11.95
6x6 ft. . . . .	" 15 "	10.75
6x8 ft. . . . .	" 20 "	14.30
6x9 ft. . . . .	" 22 "	16.15
6x12 ft. . . . .	" 30 "	21.50
7x7 ft. . . . .	" 20 "	14.65
7x9 ft. . . . .	" 26 "	18.80
8x8 ft. . . . .	" 26 "	19.10
8x10 ft. . . . .	" 34 "	23.75
8x11 ft. . . . .	" 37 "	26.25
9x9 ft. . . . .	" 34 "	24.15
9x11 ft. . . . .	" 41 "	29.50

## Number 9116—Dark Taupe Seamless - - - Reversible

We assume that every woman wants something in rug values besides good wearing quality and low price. If you are looking for a rug that suggests cozy comfort, warm friendliness, enjoyable every-day living and perfect "hominess,"—all in excellent taste—we believe this practical new color is deserving of your particular attention. Dark Taupe gives the ensemble of decorations and furniture a quiet and rich beauty difficult to surpass. Ship your materials. We do the rest.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs.	\$30.40
9x15 ft. . . . .	" 56 "	40.25
10x10 ft. . . . .	" 42 "	29.85
10x12 ft. . . . .	" 50 "	35.80
10x13 ft. . . . .	" 54 "	38.80
11x12 ft. . . . .	" 55 "	39.40
11x14 ft. . . . .	" 63 "	45.95
12x12 ft. . . . .	" 60 "	42.95
12x14 ft. . . . .	" 70 "	50.10
12x15 ft. . . . .	" 73 "	53.70
RUNNERS		
27 in.x6 ft. . . . .	" 5 "	4.05
27 in.x9 ft. . . . .	" 8 "	6.05
27 in.x12 ft. . . . .	" 11 "	8.05
3 ft.x9 ft. . . . .	" 11 "	8.05
3 ft.x12 ft. . . . .	" 15 "	10.75

Special Sizes made for 33 cents  
a sq. ft. Send 1/2 lb. per sq. ft.



## Seamless - - Reversible

The colors and patterns appear the same on both sides. You've never walked on softer rugs, no matter what you paid.



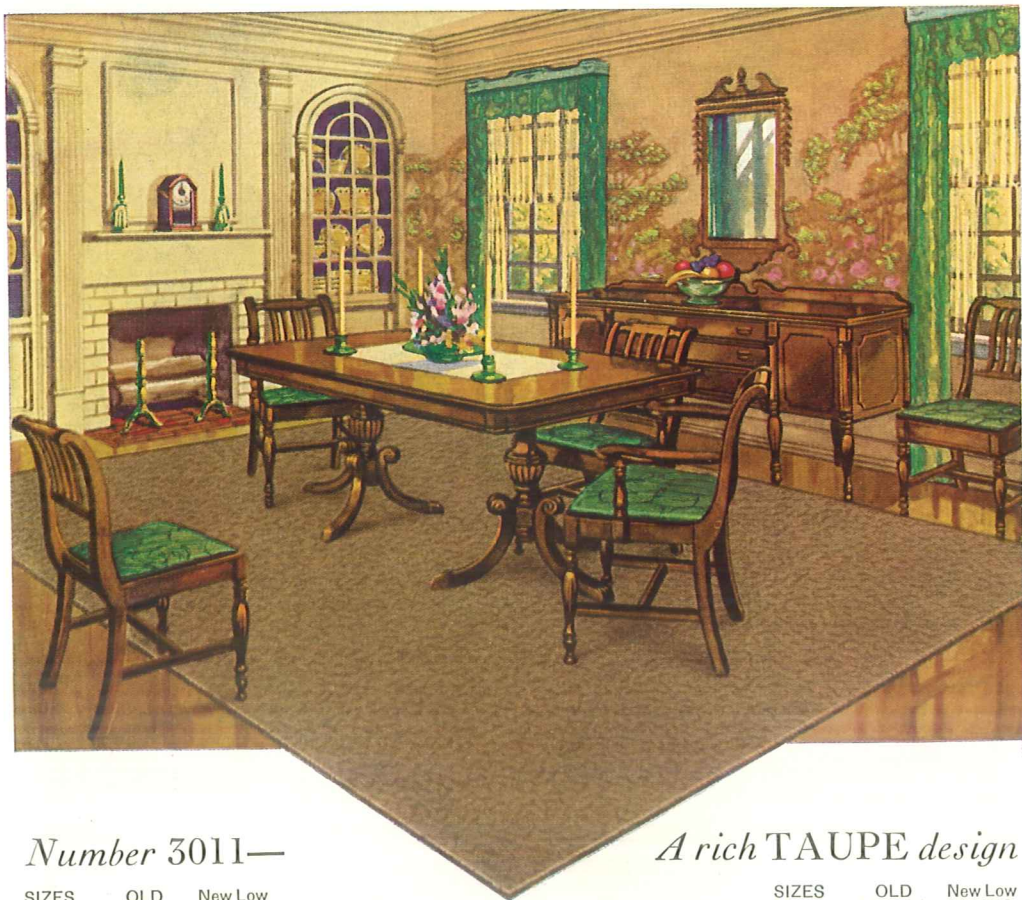
SIZES Made	OLD Material	New Low PRICES
27x42 ins..Send 3 lbs...		<b>\$2.80</b>
30x54 ins. . . . .4. "		<b>3.90</b>
36x63 ins. . . . .6. "		<b>5.40</b>
4x6 3/4 ft. . . . .11. "		<b>9.30</b>
5x8 ft. . . . .16. "		<b>13.80</b>
6x9 ft. . . . .22. "		<b>18.60</b>

### No. 75115—Famous Persian Design

Here's Oriental luxury and beauty at a sensational saving. Never before has it been possible to get this popular pattern in anything but the most expensive Oriental and Wilton rugs. This exquisite pattern, with its wealth of soft, blending Oriental colors, will impart a world of character to any room in your home. A rug that will wear for years.

SIZES Made	OLD Material	New Low PRICES
7x9 ft. . . . .Send 26 lbs...		<b>\$21.75</b>
8x10 ft. . . . .34. "		<b>27.60</b>
9x12 ft. . . . .45. "		<b>34.40</b>
9x15 ft. . . . .56. "		<b>46.60</b>
10x12 ft. . . . .50. "		<b>41.40</b>
12x12 ft. . . . .60. "		<b>49.70</b>





## Number 3011—

## A rich TAUPE design

SIZES OLD New Low  
Made Material PRICES

27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.45
30x54 ins. . . . .	4. " . . . .	3.00
36x63 ins. . . . .	6. " . . . .	4.20
4x6 3/4 ft. . . . .	11. " . . . .	7.30
5x8 ft. . . . .	16. " . . . .	10.80
6x6 ft. . . . .	15. " . . . .	9.75
6x8 ft. . . . .	20. " . . . .	12.95
6x9 ft. . . . .	22. " . . . .	14.60
6x12 ft. . . . .	30. " . . . .	19.50
7x7 ft. . . . .	20. " . . . .	13.50
7x9 ft. . . . .	26. " . . . .	17.05
8x8 ft. . . . .	26. " . . . .	17.35
8x10 ft. . . . .	34. " . . . .	21.65
8x11 ft. . . . .	37. " . . . .	23.80
9x9 ft. . . . .	34. " . . . .	21.90
9x11 ft. . . . .	41. " . . . .	26.80

### Seamless

This sturdy, rich-textured, livable rug will appeal to your artistic sense as much as the low prices appeal to your sense of thrift. Here is the new Damask effect, in several shades of a rich Taupe color, that is extremely popular because of its harmonious, practical beauty. We offer this modern floor covering to you at only a fraction the cost you would have to pay elsewhere. Why not send us a bundle of old carpets, rugs, clothing? Let us send you this rug in your size for a week's trial in your home. If not delighted with its soft harmony and quiet luxury underfoot, send it back and we will cheerfully refund any money you have paid and reimburse you for your material.

### Reversible

SIZES OLD New Low  
Made Material PRICES

9x12 ft. . . . .	Send 45 lbs. . . . .	\$28.15
9x15 ft. . . . .	56. " . . . .	36.55
10x10 ft. . . . .	42. " . . . .	27.00
10x12 ft. . . . .	50. " . . . .	32.45
10x13 ft. . . . .	54. " . . . .	35.15
11x12 ft. . . . .	55. " . . . .	35.70
11x14 ft. . . . .	63. " . . . .	41.65
12x12 ft. . . . .	60. " . . . .	38.95
12x14 ft. . . . .	70. " . . . .	45.45
12x15 ft. . . . .	73. " . . . .	48.65

### RUNNERS

27 in.x6 ft. . . . .	5. " . . . .	3.65
27 in.x9 ft. . . . .	8. " . . . .	5.45
27 in.x12 ft. . . . .	11. " . . . .	7.30
3 ft.x9 ft. . . . .	11. " . . . .	7.30
3 ft.x12 ft. . . . .	15. " . . . .	9.75

Special Sizes made for 30 cents  
a sq. ft. Send 1/2 lb. per sq. ft.



*Woven  
Seamless,*  
**REVERSIBLE**  
*for Double Wear*

*Number*  
**12132**

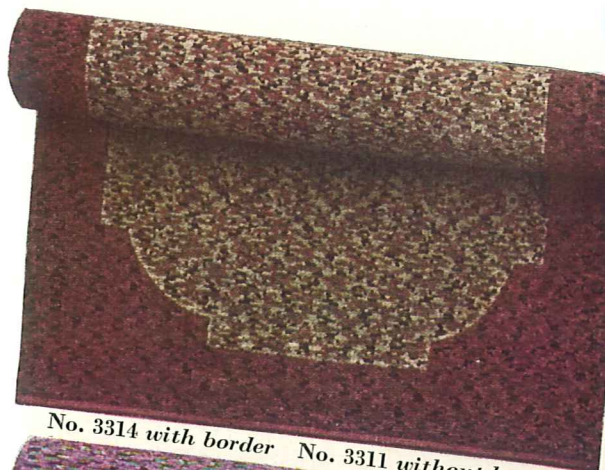
SIZES	OLD	New Low
Made	Material	PRICES
30x54 ins. . . . .	Send 4 lbs.	<b>\$3.90</b>
36x63 ins. . . . .	.6. "	<b>5.40</b>
4x6 $\frac{3}{4}$ ft. . . . .	.11. "	<b>9.30</b>
8x10 ft. . . . .	.34. "	<b>27.60</b>
9x12 ft. . . . .	.45. "	<b>34.40</b>

**Adapted from a  
Famous Oriental**

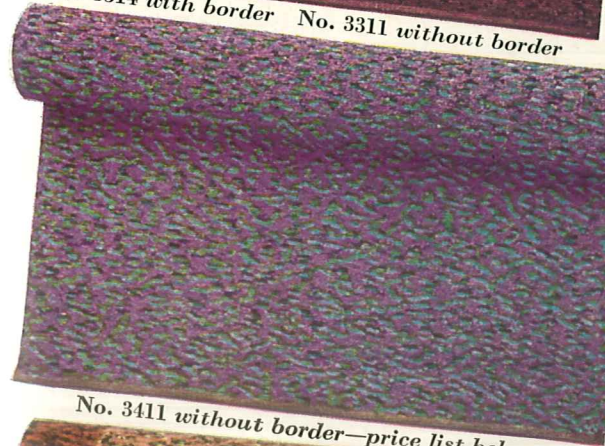
*Oriental Luxury That Will Delight You*

No longer need you deny yourself luxurious rugs with all the richness of color and pattern found in prized Orientals. Here, in this beautiful reproduction of a priceless Ispahan Oriental masterpiece, you may realize your dreams—not at costly store prices, but at low factory-to-you prices within reach of all. The soft, deep nap on both sides gives a luxurious softness underfoot that you will not find in one sided Axminster or Velvet rugs at even twice the price. You have never walked on a softer rug—no matter what you paid. Close your eyes for a moment. Can't you picture this lovely rug on your living room floor? It will be treasured among your choicest possessions for years to come. Here's rich-textured rug luxury at a sensational saving. You can send materials of all kinds or colors. This pattern is made only in these 5 sizes.





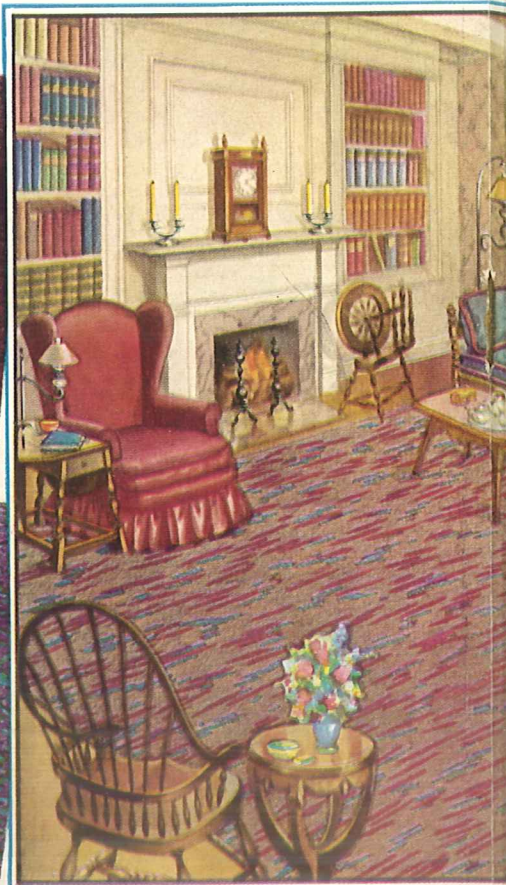
No. 3314 with border No. 3311 without border



No. 3411 without border—price list below



No. 3514 with border No. 3511 without border



### PRICES

without Borders

Nos. 3311-3411-3511

3611-3711-3811-3911

SIZES	OLD	New Low
Made	Material	PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.55
30x54 ins. . . . .	" .4. " . . . . .	3.15
36x63 ins. . . . .	" .6. " . . . . .	4.40
4x6 3/4 ft. . . . .	" .11. " . . . . .	7.65
6x8 ft. . . . .	" .20. " . . . . .	13.60
6x9 ft. . . . .	" .22. " . . . . .	15.35
7x9 ft. . . . .	" .26. " . . . . .	17.90
8x10 ft. . . . .	" .34. " . . . . .	22.75
9x11 ft. . . . .	" .41. " . . . . .	28.15
9x12 ft. . . . .	" .45. " . . . . .	29.55
9x15 ft. . . . .	" .50. " . . . . .	38.35
10x12 ft. . . . .	" .50. " . . . . .	34.05
Special Sizes and Runners:		
31¢ a sq. ft. — 1/2 lb. each foot.		

No. 3911—Show

← See Price

### New Color H

Seamless - - I

These 7 beautiful a new note in decidedly modern, rich in color with a wide variety of schemes. They sat in a way that colorful rooms, luxuriously soft both sides. American Priced Rugs. You materials of all kinds





Shown in room  
on Left

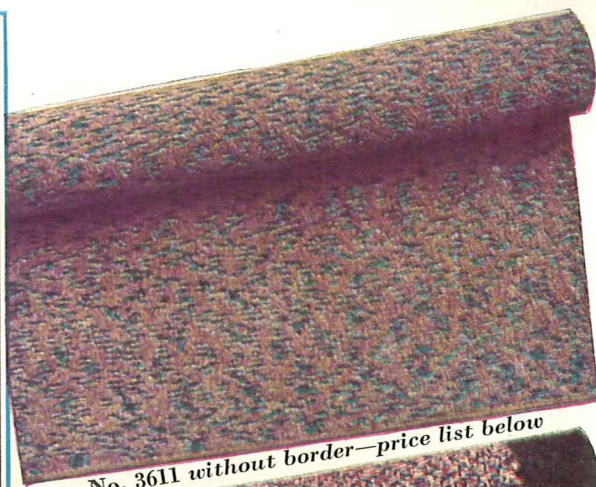
## Harmonies Reversible

al patterns strike  
decorating. De-  
and harmoni-  
ors that go well  
ariety of color  
atisfy in a prac-  
modern trend for  
The nap is  
t and deep on  
rica's finest Low  
ou can send ma-  
nds or colors.

## PRICES with Borders

Nos. 3314-3514-3716

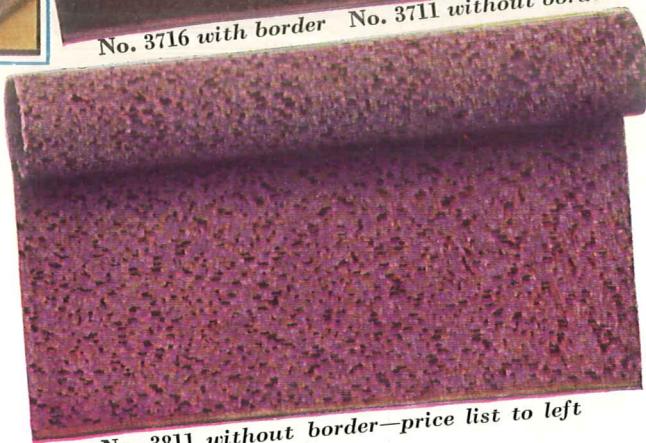
SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	<b>\$2.75</b>
30x54 ins. . . . .	" .4. . . . .	<b>3.50</b>
36x63 ins. . . . .	" .6. . . . .	<b>4.95</b>
4x6 3/4 ft. . . . .	" .11. . . . .	<b>8.45</b>
6x8 ft. . . . .	" .20. . . . .	<b>14.95</b>
6x9 ft. . . . .	" .22. . . . .	<b>16.95</b>
7x9 ft. . . . .	" .26. . . . .	<b>19.75</b>
8x10 ft. . . . .	" .34. . . . .	<b>24.95</b>
9x11 ft. . . . .	" .41. . . . .	<b>30.95</b>
9x12 ft. . . . .	" .45. . . . .	<b>31.90</b>
9x15 ft. . . . .	" .56. . . . .	<b>42.25</b>
10x12 ft. . . . .	" .50. . . . .	<b>37.60</b>
Special Sizes and Runners:		
34¢ a sq. ft. — 1/2 lb. each foot.		



No. 3611 without border—price list below



No. 3716 with border No. 3711 without border



No. 3811 without border—price list to left





## Number 9111—The New DARK TAUPE

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.45
30x54 ins. . . . .	" 4 " . . . . .	3.00
36x63 ins. . . . .	" 6 " . . . . .	4.20
4x6 3/4 ft. . . . .	" 11 " . . . . .	7.30
5x8 ft. . . . .	" 16 " . . . . .	10.80
6x6 ft. . . . .	" 15 " . . . . .	9.75
6x8 ft. . . . .	" 20 " . . . . .	12.95
6x9 ft. . . . .	" 22 " . . . . .	14.60
6x12 ft. . . . .	" 30 " . . . . .	19.50
7x7 ft. . . . .	" 20 " . . . . .	13.25
7x9 ft. . . . .	" 26 " . . . . .	17.05
8x8 ft. . . . .	" 26 " . . . . .	17.35
8x10 ft. . . . .	" 34 " . . . . .	21.65
8x11 ft. . . . .	" 37 " . . . . .	23.80
9x9 ft. . . . .	" 34 " . . . . .	21.90
9x11 ft. . . . .	" 41 " . . . . .	26.80

## Seamless - - - Reversible

You just know that the occupants of this attractive, restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rugs have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new shade of Taupe. A practical color that will not show soil. Placing a small colorful rug in front of a chair or davenport adds a decorative note and is considered in excellent taste. Send your materials—save money this easy way.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$28.15
9x15 ft. . . . .	" 56 " . . . . .	36.55
10x10 ft. . . . .	" 42 " . . . . .	27.00
10x12 ft. . . . .	" 50 " . . . . .	32.45
10x13 ft. . . . .	" 54 " . . . . .	35.15
11x12 ft. . . . .	" 55 " . . . . .	35.70
11x14 ft. . . . .	" 63 " . . . . .	41.65
12x12 ft. . . . .	" 60 " . . . . .	38.95
12x14 ft. . . . .	" 70 " . . . . .	45.45
12x15 ft. . . . .	" 73 " . . . . .	48.65
RUNNERS		
27 in.x6 ft. . . . .	" 5 " . . . . .	3.65
27 in.x9 ft. . . . .	" 8 " . . . . .	5.45
27 in.x12 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x9 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x12 ft. . . . .	" 15 " . . . . .	9.75
Special Sizes made for 30 cents a sq. ft. Send 1/2 lb. per sq. ft.		

OLSON RUG Co., Chicago

## Seamless - - Reversible

*Study the beautiful design and colors in this rug. A wonderful surprise is in store for you when it arrives.*



SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	<b>\$2.80</b>
30x54 ins. . . . .	" . . . 4. " . . . .	<b>3.90</b>
36x63 ins. . . . .	" . . . 6. " . . . .	<b>5.40</b>
4x6 $\frac{3}{4}$ ft. . . . .	" . . . 11. " . . . .	<b>9.30</b>
5x8 ft. . . . .	" . . . 16. " . . . .	<b>13.80</b>
6x8 ft. . . . .	" . . . 20. " . . . .	<b>16.55</b>

### *No. 21121—Oriental Splendor*

A soft, luxurious rug of rare Oriental splendor. Colors of lasting beauty woven clear through with the same, deep nap and pattern on both sides. A masterpiece of colorful harmony that will be admired for a lifetime. The design and colors are reproduced from a priceless hand-woven Oriental rug. Just send your old materials direct to us. We'll do the rest.

SIZES Made	OLD Material	New Low PRICES
6x9 ft. . . . .	Send 22 lbs. . . . .	<b>\$18.60</b>
8x10 ft. . . . .	" . . . 34. " . . . .	<b>27.60</b>
8x11 ft. . . . .	" . . . 37. " . . . .	<b>30.40</b>
9x9 ft. . . . .	" . . . 34. " . . . .	<b>27.95</b>
9x12 ft. . . . .	" . . . 45. " . . . .	<b>34.40</b>
10x12 ft. . . . .	" . . . 50. " . . . .	<b>41.40</b>



## Number 93113

A delightful blend of Taupe and Blue with attractive end borders. Woven seamless and reversible in 16 sizes. See price list below.



## Number 96116

←A very popular and charming pattern. The field is a warm Taupe color with dashes of Blue. The rich Blue border sets the rug off handsomely. Woven seamless and reversible in 16 sizes. See price list below.



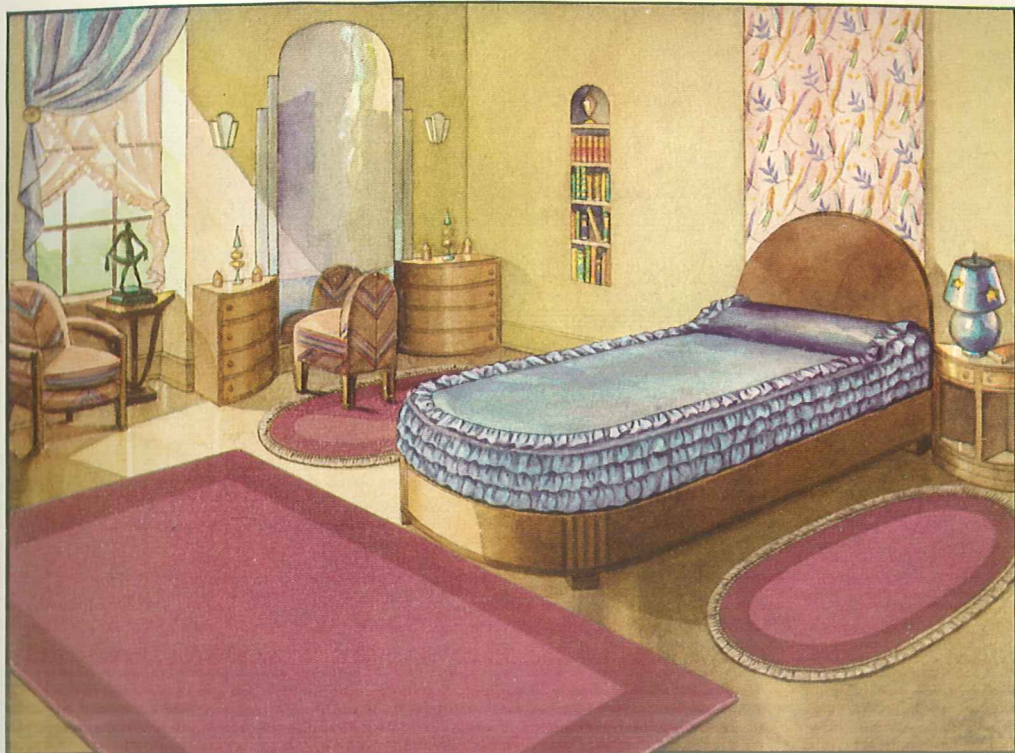
### PRICES for Rugs Shown on This Page

SIZES Made	OLD Material	New Low PRICES
27x42 ins.. Send 3 lbs...		<b>\$2.65</b>
30x54 ins. .... " .4. ....		<b>3.35</b>
36x63 ins. .... " .6. ....		<b>4.70</b>
4x6 3/4 ft. .... " .11. ....		<b>8.05</b>
5x8 ft. .... " .16. ....		<b>11.95</b>
6x9 ft. .... " .22. ....		<b>16.15</b>
6x12 ft. .... " .30. ....		<b>21.50</b>
7x9 ft. .... " .26. ....		<b>18.80</b>
8x10 ft. .... " .34. ....		<b>23.75</b>

SIZES Made	OLD Material	New Low PRICES
9x9 ft. .... Send 34 lbs...		<b>\$24.15</b>
9x12 ft. .... " .45. ....		<b>30.40</b>
9x15 ft. .... " .56. ....		<b>40.25</b>
RUNNERS		
27 in.x9 ft. .... " .8. ....		<b>6.05</b>
27 in.x12 ft. .... " .11. ....		<b>8.05</b>
3 ft. x9 ft. .... " .11. ....		<b>8.05</b>
3 ft.x12 ft. .... " .15. ....		<b>10.75</b>

## Number 93123 ↑

A pattern of charming simplicity. The field is a rich Taupe color with a Jaspe effect of dark Rose. Dainty floral borders at ends. The same soft rich-textured nap on both sides. Woven seamless and reversible in 16 sizes. See prices on left.



*Luxuriously  
Soft and Velvet-  
like underfoot*

## ROSE OVAL RUGS—Fringed

Number 07125

Size: 27x42 inches **\$3.15** Size: 36x63 inches **\$6.45**  
Send 3 pounds... Send 6 pounds...  
Size: 30x54 inches **\$4.50** Size: 43x63 1/4 ft. **\$11.25**  
Send 4 pounds... Send 11 pounds...

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	<b>\$2.65</b>
30x54 ins. . . . .	" . 4 " . . . .	<b>3.35</b>
36x63 ins. . . . .	" . 6 " . . . .	<b>4.70</b>
4x6 3/4 ft. . . . .	" . 11 " . . . .	<b>8.05</b>
5x8 ft. . . . .	" . 16 " . . . .	<b>11.95</b>
6x6 ft. . . . .	" . 15 " . . . .	<b>10.75</b>
6x8 ft. . . . .	" . 20 " . . . .	<b>14.30</b>
6x9 ft. . . . .	" . 22 " . . . .	<b>16.15</b>
6x12 ft. . . . .	" . 30 " . . . .	<b>21.50</b>
7x7 ft. . . . .	" . 20 " . . . .	<b>14.65</b>
7x9 ft. . . . .	" . 26 " . . . .	<b>18.80</b>
8x8 ft. . . . .	" . 26 " . . . .	<b>19.10</b>
8x10 ft. . . . .	" . 34 " . . . .	<b>23.75</b>
8x11 ft. . . . .	" . 37 " . . . .	<b>26.25</b>
9x9 ft. . . . .	" . 34 " . . . .	<b>24.15</b>
9x11 ft. . . . .	" . 41 " . . . .	<b>29.50</b>

## Number 7016—ROSE Seamless - - - Reversible

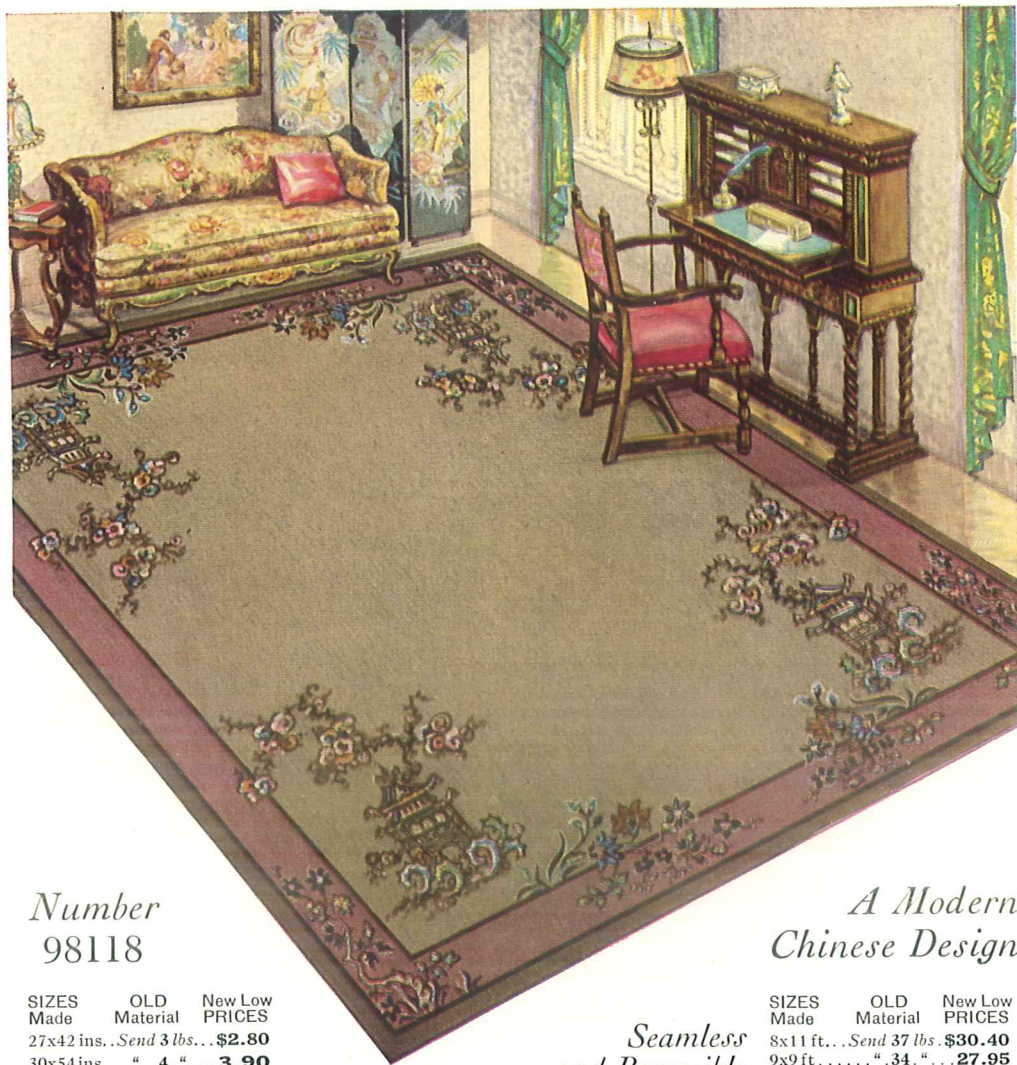
Daintiness reigns in this ultra smart and "moderne" bedroom. Bedrooms have come into their own at last. And properly so, for one's bedroom is the one room in the home that each member of the family can call his or her very own. Here, preferences may be expressed freely. Observe how great a part the rich, soft, Rose rugs play in the decorative effect of this charming, vivacious room. Never before have our prices been so low for rugs so luxuriously soft and rich-textured.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	<b>\$30.40</b>
9x15 ft. . . . .	" . 56 " . . . .	<b>40.25</b>
10x10 ft. . . . .	" . 42 " . . . .	<b>29.85</b>
10x12 ft. . . . .	" . 50 " . . . .	<b>35.80</b>
10x13 ft. . . . .	" . 54 " . . . .	<b>38.80</b>
11x12 ft. . . . .	" . 55 " . . . .	<b>39.40</b>
11x14 ft. . . . .	" . 63 " . . . .	<b>45.95</b>
12x12 ft. . . . .	" . 60 " . . . .	<b>42.95</b>
12x14 ft. . . . .	" . 70 " . . . .	<b>50.10</b>
12x15 ft. . . . .	" . 73 " . . . .	<b>53.70</b>

RUNNERS		
27 in.x6 ft. . . . .	" . 5 " . . . .	<b>4.05</b>
27 in.x9 ft. . . . .	" . 8 " . . . .	<b>6.05</b>
27 in.x12 ft. . . . .	" . 11 " . . . .	<b>8.05</b>
3 ft.x9 ft. . . . .	" . 11 " . . . .	<b>8.05</b>
3 ft.x12 ft. . . . .	" . 15 " . . . .	<b>10.75</b>

Special Sizes made for 33 cents a sq. ft. Send 1/2 lb. per sq. ft.





## Number 98118

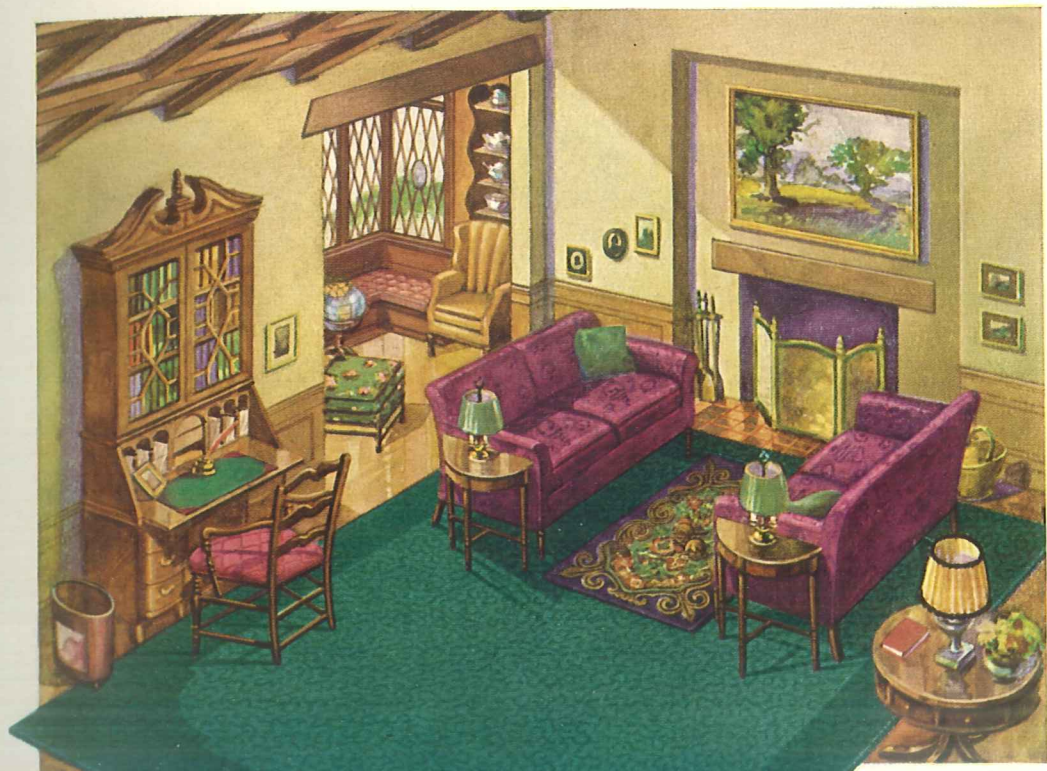
SIZES Made	OLD Material	New Low PRICES
27x42 ins. Send 3 lbs.		\$2.80
30x54 ins. .... " 4. "		3.90
36x63 ins. .... " 6. "		5.40
4x6 3/4 ft. .... " 11. "		9.30
6x6 ft. .... " 15. "		12.45
6x8 ft. .... " 20. "		16.55
6x9 ft. .... " 22. "		18.60
6x12 ft. .... " 30. "		24.85
7x7 ft. .... " 20. "		16.90
7x9 ft. .... " 26. "		21.75
8x8 ft. .... " 26. "		22.10
8x10 ft. .... " 34. "		27.60

## Seamless and Reversible

This charming colorful Chinese masterpiece is deservedly popular. Here again is an example of the artist's reliance upon balance and proportion as well as color in the creation of a design of extraordinary excellence. The center is a rich, warm shade of Taupe. In each corner a Chinese Garden *motif* is woven in subdued colors. The border is a shade of mulberry that harmonizes beautifully.

## A Modern Chinese Design

SIZES Made	OLD Material	New Low PRICES
8x11 ft. Send 37 lbs.		\$30.40
9x9 ft. .... " 34. "		27.95
9x11 ft. .... " 41. "		33.95
9x12 ft. .... " 45. "		34.40
9x15 ft. .... " 56. "		46.60
10x10 ft. .... " 42. "		34.50
10x12 ft. .... " 50. "		41.40
10x13 ft. .... " 54. "		44.90
11x12 ft. .... " 55. "		45.55
11x14 ft. .... " 63. "		53.15
12x12 ft. .... " 60. "		49.70
12x14 ft. .... " 70. "		58.00
12x15 ft. .... " 73. "		62.10



## Number 4214

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.65
30x54 ins. . . . .	" . . . . .	3.35
36x63 ins. . . . .	" . . . . .	4.70
4x6 $\frac{3}{4}$ ft. . . . .	" . . . . .	8.05
5x8 ft. . . . .	" . . . . .	11.95
6x6 ft. . . . .	" . . . . .	10.75
6x8 ft. . . . .	" . . . . .	14.30
6x9 ft. . . . .	" . . . . .	16.15
6x12 ft. . . . .	" . . . . .	21.50
7x7 ft. . . . .	" . . . . .	14.65
7x9 ft. . . . .	" . . . . .	18.80
8x8 ft. . . . .	" . . . . .	19.10
8x10 ft. . . . .	" . . . . .	23.75
8x11 ft. . . . .	" . . . . .	26.25
9x9 ft. . . . .	" . . . . .	24.15
9x11 ft. . . . .	" . . . . .	29.50

### *Woven Seamless, REVERSIBLE for double wear*

A handsome new Damask design in several shades of a soft, new green. A rug of character that is perfectly adapted to modern rooms of any period. Note how admirably the rug blends into the charming living room above. An intensely practical rug that will enrich any room. As you walk across this rug you have that pleasing sensation of sinking luxuriously into a thick, firm pile fabric. Our *factory-to-you* prices mean a big saving. Ship your material and let us show you.

## *A Lovely New Damask Design in GREEN*

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$30.40
9x15 ft. . . . .	" . . . . .	40.25
10x10 ft. . . . .	" . . . . .	29.85
10x12 ft. . . . .	" . . . . .	35.80
10x13 ft. . . . .	" . . . . .	38.80
11x12 ft. . . . .	" . . . . .	39.40
11x14 ft. . . . .	" . . . . .	45.95
12x12 ft. . . . .	" . . . . .	42.95
12x14 ft. . . . .	" . . . . .	50.10
12x15 ft. . . . .	" . . . . .	53.70
RUNNERS		
27 in.x6 ft. . . . .	" . . . . .	4.05
27 in.x9 ft. . . . .	" . . . . .	6.05
27 in.x12 ft. . . . .	" . . . . .	8.05
3 ft.x9 ft. . . . .	" . . . . .	8.05
3 ft.x12 ft. . . . .	" . . . . .	10.75
Special Sizes made for 33 cents a sq. ft. Send $\frac{1}{2}$ lb. per sq. ft.		



## Seamless - - Reversible

*Two rugs in one—Both sides are woven alike with the same soft rich pattern, and the same luxurious nap to give double the wear.*



SIZES Made	OLD Material	New Low PRICES
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27x42 ins.	Send 3 lbs.	\$2.80
30x54 ins.	" 4 "	3.90
36x63 ins.	" 6 "	5.40
4x6¾ ft.	" 11 "	9.30
6x9 ft.	" 22 "	18.60
7x9 ft.	" 26 "	21.75

### *No. 97117—Rich Color Harmony*

This captivating new pattern, with its soft colors, enters into the spirit of practically any scheme or period of decorating. The field is a rich shade of Taupe with a small figured pattern (that won't show soil) handsomely set off with a soft blue border. A charming background against which many other color schemes will show up splendidly. There is real luxury in walking over this well-made rug.

SIZES Made	OLD Material	New Low PRICES
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8x10 ft.	Send 34 lbs.	\$27.60
9x9 ft.	" 34 "	27.95
9x12 ft.	" 45 "	34.40
9x15 ft.	" 56 "	46.60
10x12 ft.	" 50 "	41.40



*"Your Home  
Should Come First"*

*A Luxurious  
Practical Rug*

## *Number 3014—TAUPE, a Rich New Design*

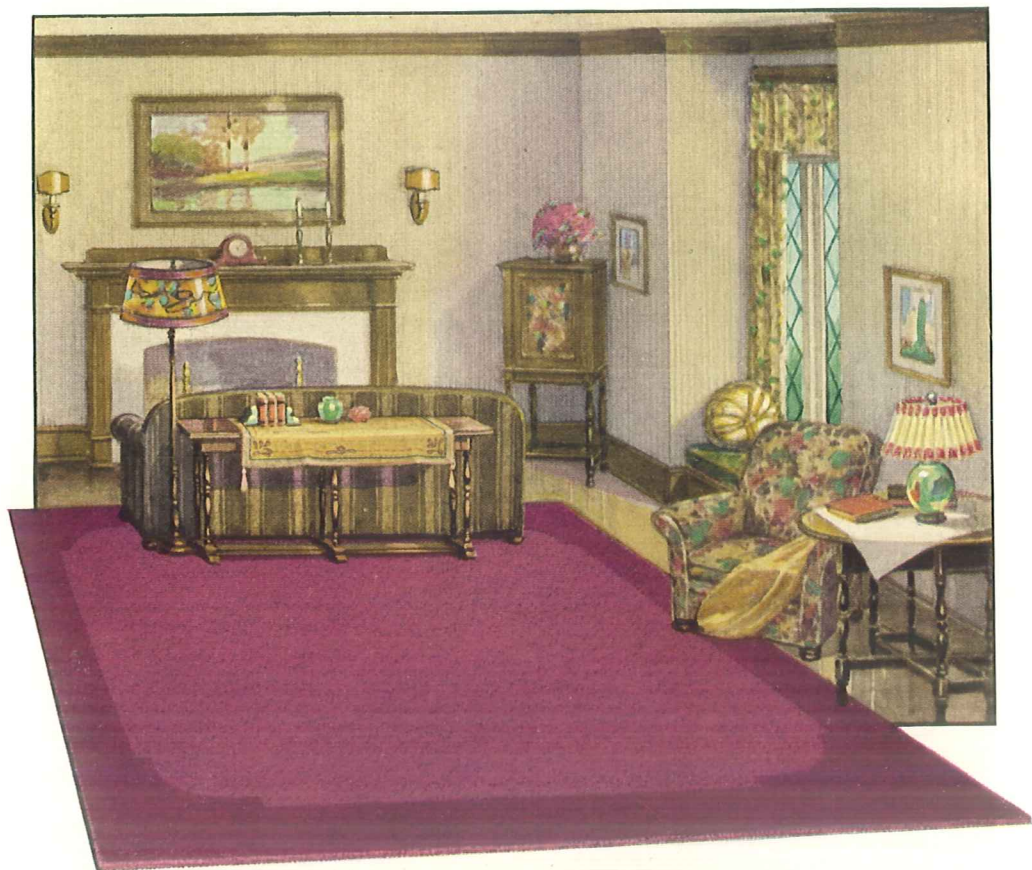
SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	<b>\$2.65</b>
30x54 ins. . . . .	" 4 " . . . . .	<b>3.35</b>
36x63 ins. . . . .	" 6 " . . . . .	<b>4.70</b>
4x6 3/4 ft. . . . .	" 11 " . . . . .	<b>8.05</b>
5x8 ft. . . . .	" 16 " . . . . .	<b>11.95</b>
6x6 ft. . . . .	" 15 " . . . . .	<b>10.75</b>
6x8 ft. . . . .	" 20 " . . . . .	<b>14.30</b>
6x9 ft. . . . .	" 22 " . . . . .	<b>16.15</b>
6x12 ft. . . . .	" 30 " . . . . .	<b>21.50</b>
7x7 ft. . . . .	" 20 " . . . . .	<b>14.65</b>
7x9 ft. . . . .	" 26 " . . . . .	<b>18.80</b>
8x8 ft. . . . .	" 26 " . . . . .	<b>19.10</b>
8x10 ft. . . . .	" 34 " . . . . .	<b>23.75</b>
8x11 ft. . . . .	" 37 " . . . . .	<b>26.25</b>
9x9 ft. . . . .	" 34 " . . . . .	<b>24.15</b>
9x11 ft. . . . .	" 41 " . . . . .	<b>29.50</b>

## Seamless - - - Reversible

A handsome design in several shades of a rich, warm Taupe color. A rug of character that is perfectly adapted to modern rooms of any period. Note how admirably the rug blends into the charming living room above so reminiscent of old Spain with resplendent colors in drapes and tapestries. An intensely practical rug that will enrich any room. As you walk across this rug you have that pleasing sensation of sinking luxuriously into a thick, firm pile fabric. Our *factory-to-you* prices mean a big saving. Ship your material and let us show you. Satisfaction guaranteed.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	<b>\$30.40</b>
9x15 ft. . . . .	" 56 " . . . . .	<b>40.25</b>
10x10 ft. . . . .	" 42 " . . . . .	<b>29.85</b>
10x12 ft. . . . .	" 50 " . . . . .	<b>35.80</b>
10x13 ft. . . . .	" 54 " . . . . .	<b>38.80</b>
11x12 ft. . . . .	" 55 " . . . . .	<b>39.40</b>
11x14 ft. . . . .	" 63 " . . . . .	<b>45.95</b>
12x12 ft. . . . .	" 60 " . . . . .	<b>42.95</b>
12x14 ft. . . . .	" 70 " . . . . .	<b>50.10</b>
12x15 ft. . . . .	" 73 " . . . . .	<b>53.70</b>
RUNNERS		
27 in.x6 ft. . . . .	" 5 " . . . . .	<b>4.05</b>
27 in.x9 ft. . . . .	" 8 " . . . . .	<b>6.05</b>
27 in.x12 ft. . . . .	" 11 " . . . . .	<b>8.05</b>
3 ft.x9 ft. . . . .	" 11 " . . . . .	<b>8.05</b>
3 ft.x12 ft. . . . .	" 15 " . . . . .	<b>10.75</b>
Special Sizes made for 33 cents a sq. ft. Send 1/2 lb. per sq. ft.		





## Number 7114—A Rich, Regal MULBERRY

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.65
30x54 ins. . . . .	" 4 " . . . . .	3.35
36x63 ins. . . . .	" 6 " . . . . .	4.70
4x6 3/4 ft. . . . .	" 11 " . . . . .	8.05
5x8 ft. . . . .	" 16 " . . . . .	11.95
6x6 ft. . . . .	" 15 " . . . . .	10.75
6x8 ft. . . . .	" 20 " . . . . .	14.30
6x9 ft. . . . .	" 22 " . . . . .	16.15
6x12 ft. . . . .	" 30 " . . . . .	21.50
7x7 ft. . . . .	" 20 " . . . . .	14.65
7x9 ft. . . . .	" 26 " . . . . .	18.80
8x8 ft. . . . .	" 26 " . . . . .	19.10
8x10 ft. . . . .	" 34 " . . . . .	23.75
8x11 ft. . . . .	" 37 " . . . . .	26.25
9x9 ft. . . . .	" 34 " . . . . .	24.15
9x11 ft. . . . .	" 41 " . . . . .	29.50

### Seamless - - - Reversible

This gloriously regal color will delight the woman who wishes to create that subtly different atmosphere so necessary today if your home is to be distinctive and charming. A rug that will win the enthusiastic admiration of those who appreciate rich beauty of color and texture. A soft, luxurious rug woven to give long and satisfactory wear. Impossible to duplicate elsewhere at double the price. Our new low prices are the lowest we have ever been able to offer for rugs so fine. We invite you to take advantage of them now by sending us your old rugs, carpets, clothing.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$30.40
9x15 ft. . . . .	" 56 " . . . . .	40.25
10x10 ft. . . . .	" 42 " . . . . .	29.85
10x12 ft. . . . .	" 50 " . . . . .	35.80
10x13 ft. . . . .	" 54 " . . . . .	38.80
11x12 ft. . . . .	" 55 " . . . . .	39.40
11x14 ft. . . . .	" 63 " . . . . .	45.95
12x12 ft. . . . .	" 60 " . . . . .	42.95
12x14 ft. . . . .	" 70 " . . . . .	50.10
12x15 ft. . . . .	" 73 " . . . . .	53.70
RUNNERS		
27 in.x6 ft. . . . .	" 5 " . . . . .	4.05
27 in.x9 ft. . . . .	" 8 " . . . . .	6.05
27 in.x12 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x9 ft. . . . .	" 11 " . . . . .	8.05
3 ft.x12 ft. . . . .	" 15 " . . . . .	10.75
Special Sizes made for 33 cents a sq. ft. Send 1/2 lb. per sq. ft.		

## Seamless - - Reversible

The same luxurious, closely woven nap on both sides gives a most restful velvet-like softness underfoot. Two rugs in one.



SIZES Made	OLD Material	New Low PRICES
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27x42 ins. . . . .	Send 3 lbs. . . . .	<b>\$2.80</b>
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30x54 ins. . . . .	" . . . 4. " . . . .	<b>3.90</b>
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36x63 ins. . . . .	" . . . 6. " . . . .	<b>5.40</b>
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4x6 3/4 ft. . . . .	" . . . 11. " . . . .	<b>9.30</b>
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5x8 ft. . . . .	" . . . 16. " . . . .	<b>13.80</b>
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6x8 ft. . . . .	" . . . 20. " . . . .	<b>16.55</b>
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## Number 92112—*Lovely, Modern!*

This is a modern adaptation of one of the loveliest of Early American designs so popular today. A beautiful, soft blend of colors on a rich, warm Taupe field. Rose and Delft Blue predominate in a charming all-over design. A modern rug that will go well in any room and with all periods of furniture.

SIZES Made	OLD Material	New Low PRICES
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6x9 ft. . . . .	Send 22 lbs. . . . .	<b>\$18.60</b>
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8x10 ft. . . . .	" . . . 34. " . . . .	<b>27.60</b>
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8x11 ft. . . . .	" . . . 37. " . . . .	<b>30.40</b>
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9x11 ft. . . . .	" . . . 41. " . . . .	<b>33.95</b>
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9x12 ft. . . . .	" . . . 45. " . . . .	<b>34.40</b>
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9x15 ft. . . . .	" . . . 56. " . . . .	<b>46.60</b>
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## Seamless - - Reversible

The rich Persian pattern is woven clear through—the same on both sides. Here's soft Oriental luxury at an amazing saving.

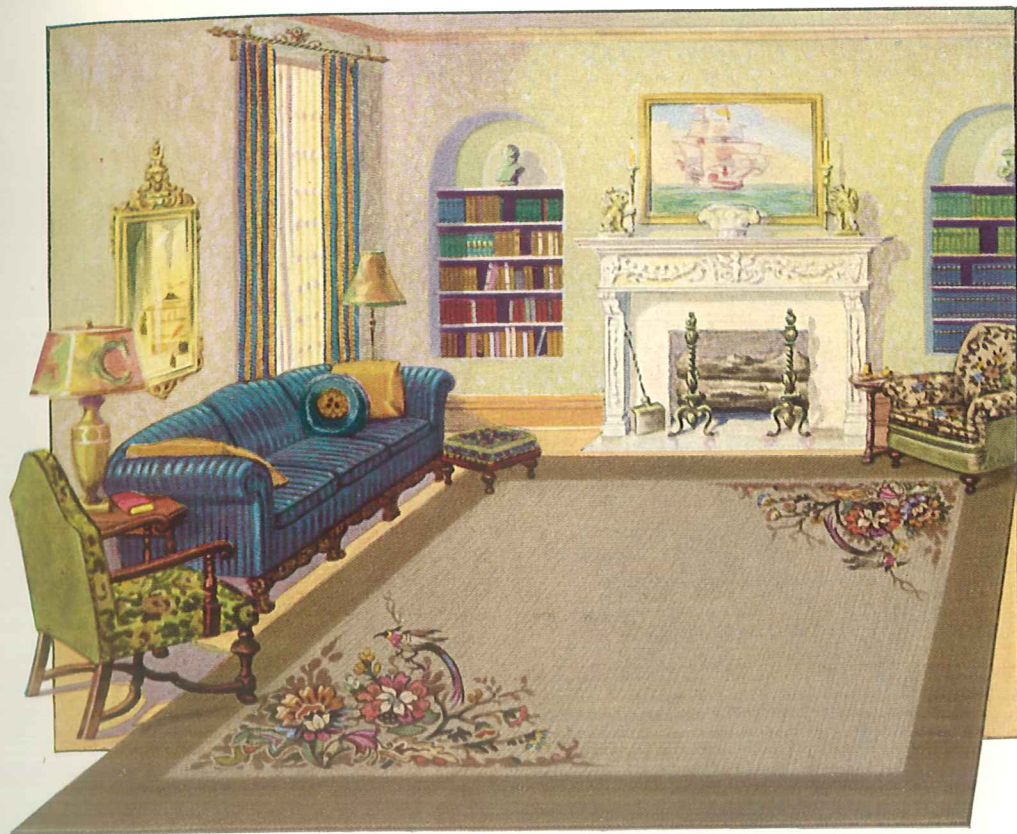


SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.80
30x54 ins. . . . .	" 4. " . . . . .	3.90
36x63 ins. . . . .	" 6. " . . . . .	5.40
4x6 3/4 ft. . . . .	" 11. " . . . . .	9.30
6x8 ft. . . . .	" 20. " . . . . .	16.55
6x9 ft. . . . .	" 22. " . . . . .	18.60
7x9 ft. . . . .	" 26. " . . . . .	21.75

### Number 80121—Oriental Luxury

In this lovely pattern, the artist presents ten delightful colors of a Persian garden. The flowers, in all their variety of Oriental splendor, are on a field of restful Grey Taupe. The blue border gives a very rich effect. A luxuriously fine rug you can live with year after year with pride. You can't duplicate this rug at twice the price elsewhere.

SIZES Made	OLD Material	New Low PRICES
8x10 ft. . . . .	Send 34 lbs. . . . .	\$27.60
9x9 ft. . . . .	" 34. " . . . . .	27.95
9x11 ft. . . . .	" 41. " . . . . .	33.95
9x12 ft. . . . .	" 45. " . . . . .	34.40
9x15 ft. . . . .	" 56. " . . . . .	46.60
10x12 ft. . . . .	" 50. " . . . . .	41.40

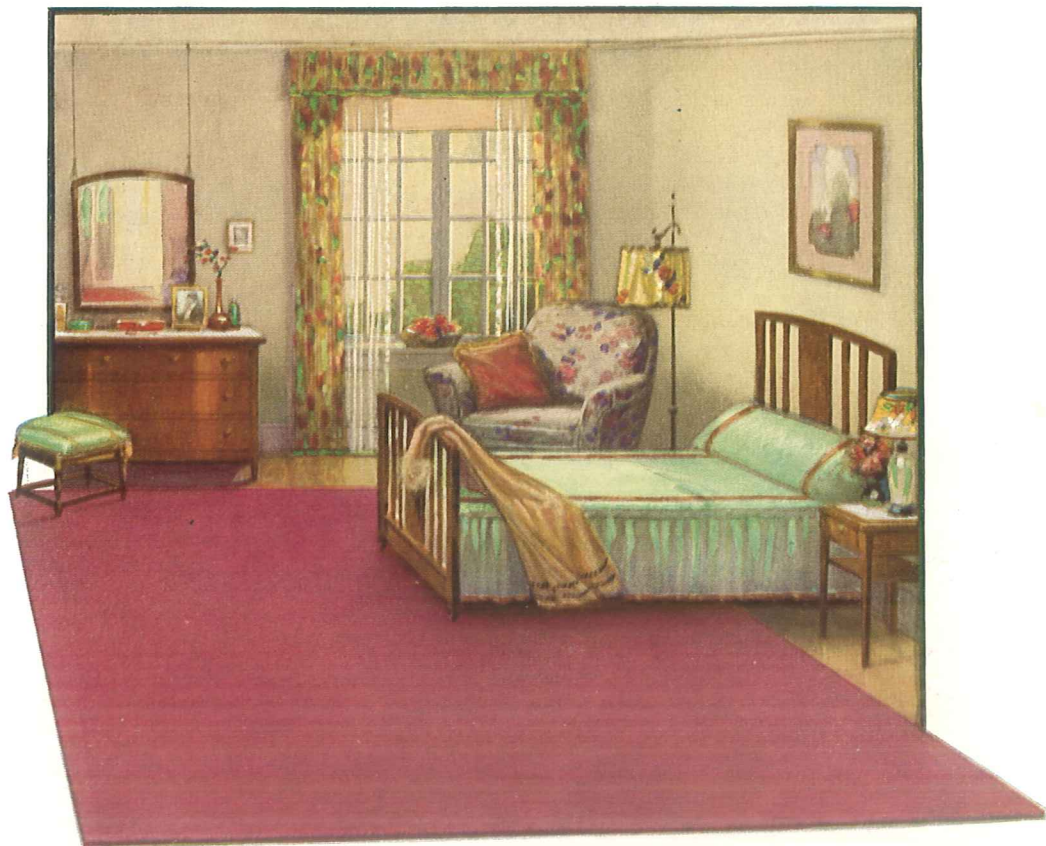


## Number 94114—*A Japanese Design of Rich Simplicity*—Seamless, Reversible

ON a field of rich, warm Taupe, with a darker Taupe border, the Japanese artist presents a charming design of colorful simplicity, quiet refinement and harmonious effects. There is a fine sense of proportion and careful restraint in the manner in which subdued Oriental reds, golds, Taupes, blues and ivories are used. A sacred Japanese bird with rich variegated plumage adds a decorative effect of unusual beauty. The same luxurious, firmly woven nap and the same lovely pattern appear on both sides. A rug that will wear for a lifetime and always be in style. Here's the kind of rug you've always wanted at a saving of one-half. Send us a bundle of your old materials and save money.

SIZES Made	OLD Material	New Low PRICES
27x42 ins. <i>Send 3 lbs.</i>		<b>\$2.70</b>
30x54 ins. .... " 4. "		<b>3.75</b>
36x63 ins. .... " 6. "		<b>5.25</b>
4x6 3/4 ft. .... " 11. "		<b>9.05</b>
6x6 ft. .... " 15. "		<b>12.00</b>
6x8 ft. .... " 20. "		<b>16.05</b>
6x9 ft. .... " 22. "		<b>18.00</b>
6x12 ft. .... " 30. "		<b>24.10</b>
8x8 ft. .... " 26. "		<b>21.40</b>
8x10 ft. .... " 34. "		<b>26.75</b>
8x11 ft. .... " 37. "		<b>29.45</b>
9x9 ft. .... " 34. "		<b>27.10</b>
9x11 ft. .... " 41. "		<b>32.50</b>
9x12 ft. .... " 45. "		<b>33.40</b>
9x15 ft. .... " 56. "		<b>45.20</b>
10x10 ft. .... " 42. "		<b>33.45</b>
10x12 ft. .... " 50. "		<b>40.20</b>
10x13 ft. .... " 54. "		<b>43.55</b>





## Number 7011—ROSE, *A Delightful Color*

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.45
30x54 ins. . . . .	" 4 " . . . . .	3.00
36x63 ins. . . . .	" 6 " . . . . .	4.20
4x6 3/4 ft. . . . .	" 11 " . . . . .	7.30
5x8 ft. . . . .	" 16 " . . . . .	10.80
6x6 ft. . . . .	" 15 " . . . . .	9.75
6x8 ft. . . . .	" 20 " . . . . .	12.95
6x9 ft. . . . .	" 22 " . . . . .	14.60
6x12 ft. . . . .	" 30 " . . . . .	19.50
7x7 ft. . . . .	" 20 " . . . . .	13.25
7x9 ft. . . . .	" 26 " . . . . .	17.05
8x8 ft. . . . .	" 26 " . . . . .	17.35
8x10 ft. . . . .	" 34 " . . . . .	21.65
8x11 ft. . . . .	" 37 " . . . . .	23.80
9x9 ft. . . . .	" 34 " . . . . .	21.90
9x11 ft. . . . .	" 41 " . . . . .	26.80

## Seamless - - - Reversible

Give a room a floor covering of beauty and the question of "What will be in good taste?" is more than half answered. This rug, with the color of a rose in bloom, provides beauty and comfort—even luxury. It is distinctive in the guest room, and appears far more costly than what you pay for it. The rich simplicity of this velvety textured rug is charming. All Olson Duo-Velvet Rugs stand an amazing amount of daily hard wear. Is it surprising to know this rug cannot be duplicated for twice our new low prices? A bundle of old rugs, clothing is all you need to save half. You risk nothing.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$28.15
9x15 ft. . . . .	" 56 " . . . . .	36.55
10x10 ft. . . . .	" 42 " . . . . .	27.00
10x12 ft. . . . .	" 50 " . . . . .	32.45
10x13 ft. . . . .	" 54 " . . . . .	35.15
11x12 ft. . . . .	" 55 " . . . . .	35.70
11x14 ft. . . . .	" 63 " . . . . .	41.65
12x12 ft. . . . .	" 60 " . . . . .	38.95
12x14 ft. . . . .	" 70 " . . . . .	45.45
12x15 ft. . . . .	" 73 " . . . . .	48.65
RUNNERS		
27 in.x6 ft. . . . .	" 5 " . . . . .	3.65
27 in.x9 ft. . . . .	" 8 " . . . . .	5.45
27 in.x12 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x9 ft. . . . .	" 11 " . . . . .	7.30
3 ft.x12 ft. . . . .	" 15 " . . . . .	9.75
Special Sizes made for 30 cents a sq. ft. Send 1/2 lb. per sq. ft.		

# Include a **Small Rug** with Your Order

**T**HINK of the many places in your home where you can use a small rug—in the hallway, at the foot of the stairs, in bedrooms. A well placed throw rug in front of the davenport or easy chair, before the fireplace, between doorways, over larger one and two-toned rugs—*wherever there is unusual wear*—not only adds a charming, decorative note but prolongs the life of your larger rugs for many years.

## **New!** This Famous Hooked Rug Design in Lovely Appealing Colors

*Number 99119*

*Hooked Rugs* are all the vogue. No other style of recent years has won such well deserved popularity. They have a quaint and colorful charm of their own that is irresistibly fascinating to women of taste. And *now*, by simply sending us a few extra pounds of old material, you can have luxurious new Olson Rugs in the exquisite hooked rug design pictured here—at only a small part of the cost of the slowly made hand-woven rugs. In this masterpiece of modern weaving, our experts have closely reproduced the rich beauty of texture and design, and all the soft harmonious colors of the originals.

### ← REVERSIBLE

Size 30 x 54 Inches **\$4.10**  
Send 4 lbs. Material  
Size 36 x 63 Inches **\$5.75**  
Send 6 lbs. Material  
Size 4 x 6 3/4 Feet **\$9.95**  
Send 11 lbs. Material

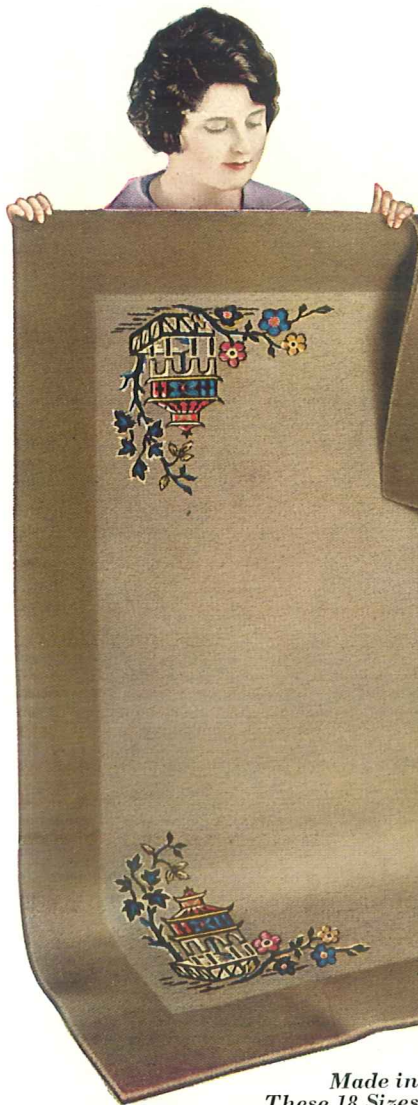




# Number 90110

## Chinese Pagoda on Taupe

### Seamless - - - Reversible



Our master artists and weavers worked together to create this modern rug, which leading interior decorators have pronounced an artistic step forward in rug designing.

The rich, colorful charm of century-old Oriental masterpieces has been combined with the harmonious simplicity of the popular two-toned effects in such a way as to create a new American rug of unusual beauty.

### Rich Simplicity

This masterful use of rich, subdued Chinese colors will instantly appeal to your good taste. Not too much color—and yet enough to accent and set off the harmonious Taupe field.

Like all other rugs shown in this book, the

pattern is woven

clear through and the two-sided

rug gives almost twice the wear of ordinary

rugs. Why not save one-half this easy way?

Made in  
These 18 Sizes

The good seasoned wool  
in your old rugs, carpets  
and clothing is too valuable  
to waste.

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.70
30x54 ins. . . . .	" 4. " . . . .	3.75
36x63 ins. . . . .	" 6. " . . . .	5.25
4x6 3/4 ft. . . . .	" 11. " . . . .	9.05
6x6 ft. . . . .	" 15. " . . . .	12.00
6x8 ft. . . . .	" 20. " . . . .	16.05
6x9 ft. . . . .	" 22. " . . . .	18.00
6x12 ft. . . . .	" 30. " . . . .	24.10
8x8 ft. . . . .	" 26. " . . . .	21.40

SIZES Made	OLD Material	New Low PRICES
8x10 ft. . . . .	Send 34 lbs. . . . .	\$26.75
8x11 ft. . . . .	" 37. " . . . .	29.45
9x9 ft. . . . .	" 34. " . . . .	27.10
9x11 ft. . . . .	" 41. " . . . .	32.50
9x12 ft. . . . .	" 45. " . . . .	33.40
9x15 ft. . . . .	" 56. " . . . .	45.20
10x10 ft. . . . .	" 42. " . . . .	33.45
10x12 ft. . . . .	" 50. " . . . .	40.20
10x13 ft. . . . .	" 54. " . . . .	43.55



“Chinese Lotus”

*A Lovely Modern Design*

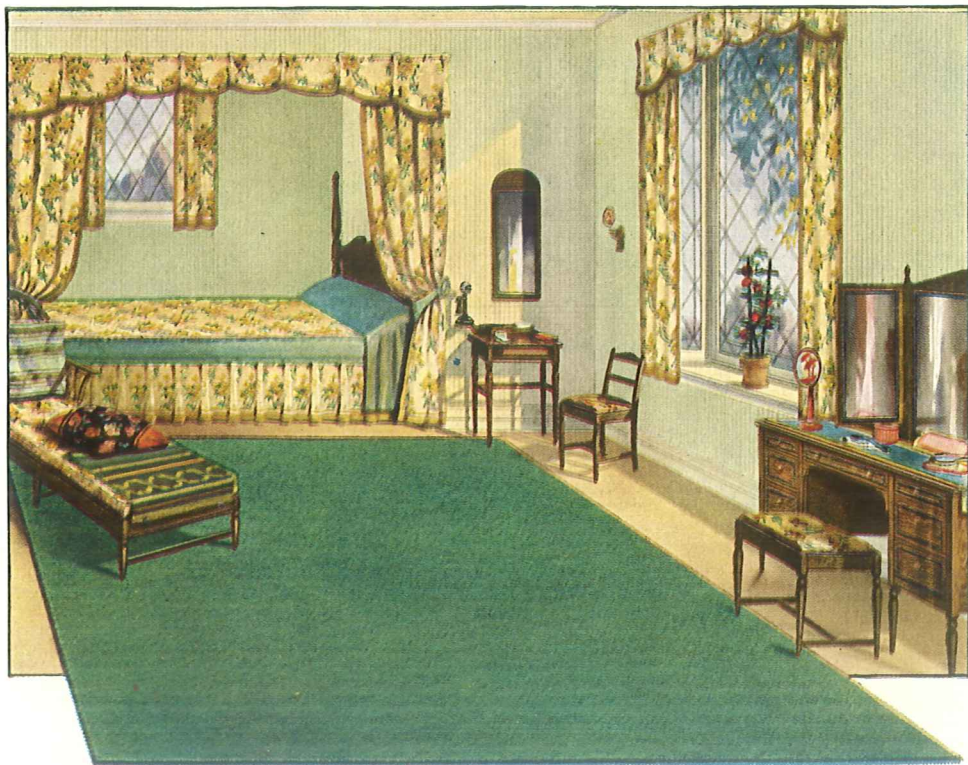
Seamless - - Reversible

## Number 81111—A Rich MOLE

**A** LOVELY, colorful modern design, the creation of a master artist. The field is a rich, warm Mole in the new Two-Toned Moresque Weave, which does not show footmarks. An intensely practical rug that will go well with any decorative scheme. All patterns woven clear through (*like all our rugs*) in soft Chinese colors—Blue, Rose, Gold, Ivory, Taupe, Jade Green and Black. This is a dainty, unique design that never grows old and the longer you have it the better you like it. The soft, deep nap yields luxuriously underfoot and brings warmth and comfort to your home at small cost. Never before have we offered rugs so fine for so little money. Don't waste the valuable wool in your materials.

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	<b>\$2.70</b>
30x54 ins. . . . .	4. " . . . .	<b>3.75</b>
36x63 ins. . . . .	6. " . . . .	<b>5.25</b>
4x6 $\frac{3}{4}$ ft. . . . .	11. " . . . .	<b>9.05</b>
6x6 ft. . . . .	15. " . . . .	<b>12.00</b>
6x8 ft. . . . .	20. " . . . .	<b>16.05</b>
6x9 ft. . . . .	22. " . . . .	<b>18.00</b>
6x12 ft. . . . .	30. " . . . .	<b>24.10</b>
8x8 ft. . . . .	26. " . . . .	<b>21.40</b>
8x10 ft. . . . .	34. " . . . .	<b>26.75</b>
8x11 ft. . . . .	37. " . . . .	<b>29.45</b>
9x9 ft. . . . .	34. " . . . .	<b>27.10</b>
9x11 ft. . . . .	41. " . . . .	<b>32.50</b>
9x12 ft. . . . .	45. " . . . .	<b>33.40</b>
10x10 ft. . . . .	42. " . . . .	<b>33.45</b>
10x12 ft. . . . .	50. " . . . .	<b>40.20</b>
10x13 ft. . . . .	54. " . . . .	<b>43.55</b>
10x15 ft. . . . .	62. " . . . .	<b>49.95</b>





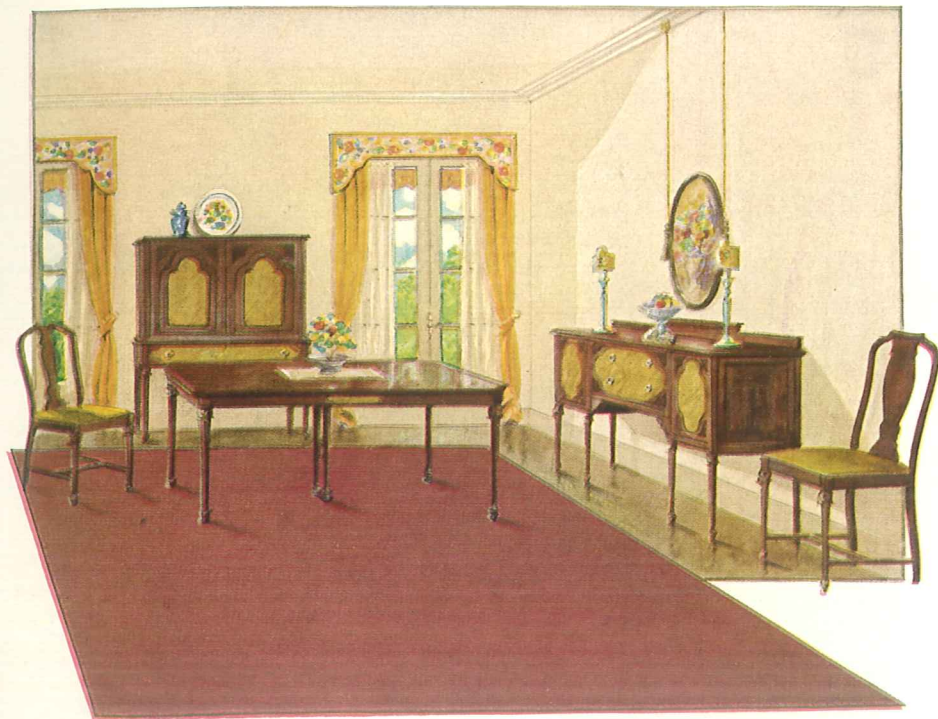
## Number 4811—JADE, *A Soft Color Blend*

SIZES Made	OLD Material	New Low PRICES
27x42 ins..	Send 3 lbs.	\$1.95
30x54 ins.	..4. "	2.50
36x63 ins.	..6. "	3.45
4x6 3/4 ft.	..11. "	5.95
5x8 ft.	..16. "	8.80
6x6 ft.	..15. "	7.95
6x8 ft.	..22. "	10.60
6x9 ft.	..22. "	11.95
6x12 ft.	..30. "	15.95
7x7 ft.	..20. "	10.85
7x9 ft.	..26. "	13.90
8x8 ft.	..26. "	14.15
8x10 ft.	..34. "	17.70
8x11 ft.	..37. "	19.45
9x9 ft.	..34. "	17.90
9x11 ft.	..41. "	21.85

## Seamless - - - Reversible

Above all things, the color scheme of a bedroom should be dainty, cheerful and invite repose. It would be hard to find a rug so restful to the eye as this soft, new Tiffany green mixture known as JADE. There is nothing expensive in this room—nothing the modest purse could not afford, yet the effect is wholly delightful. And how ideal these new, reversible *Duo-Velvety* rugs are for bedrooms—and all other rooms, too. The soft, deep nap yields luxuriously underfoot and brings warmth and comfort to your floors at trifling cost. Many bedrooms are rather small and a plain rug always makes a room appear larger. By comparison, this rug is worth twice the price you would pay for any ordinary one-sided rug.

SIZES Made	OLD Material	New Low PRICES
9x12 ft.	Send 45 lbs.	\$22.75
9x15 ft.	..56. "	29.85
10x10 ft.	..42. "	22.10
10x12 ft.	..50. "	26.50
10x13 ft.	..54. "	28.75
11x12 ft.	..55. "	29.15
11x14 ft.	..63. "	34.00
12x12 ft.	..60. "	31.80
12x14 ft.	..70. "	37.15
12x15 ft.	..73. "	39.80
RUNNERS		
27 in.x6 ft.	..5. "	2.95
27 in.x9 ft.	..8. "	4.45
27 in.x12 ft.	..11. "	6.00
3 ft.x9 ft.	..11. "	6.00
3 ft.x12 ft.	..15. "	7.95
Special Sizes made for 24 cents a sq. ft. Send 1/2 lb. per sq. ft.		



## Number 2811—MAHOGANY, *A Soft Color Blend*

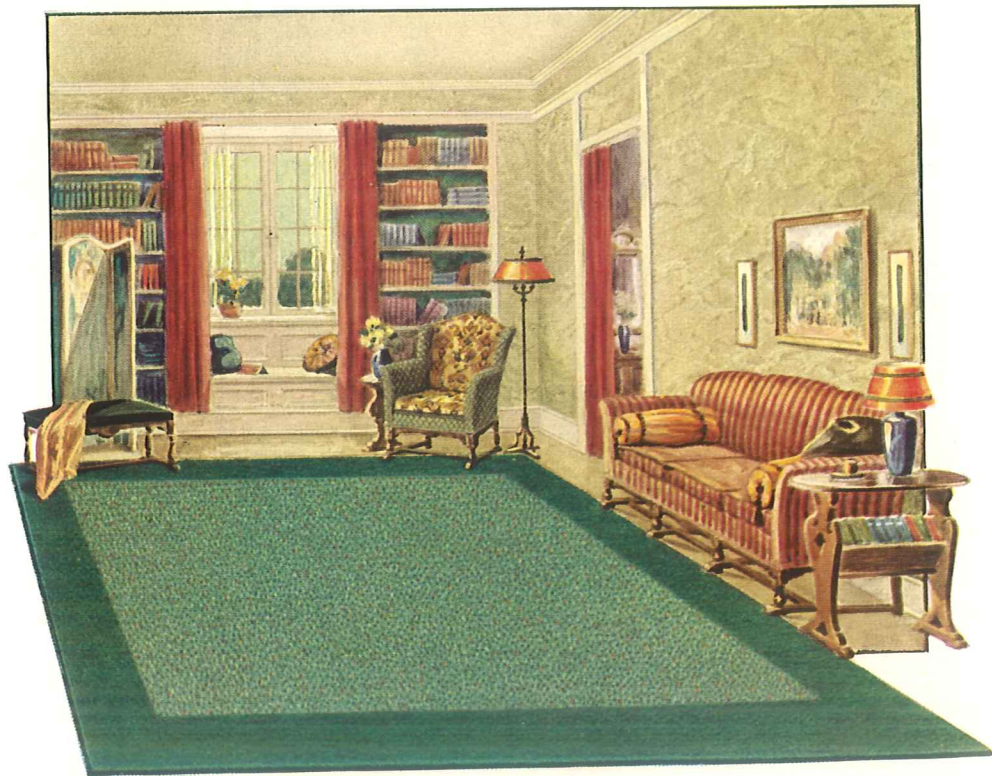
SIZES Made	OLD Material	New Low PRICES
27x42 ins.. Send 3 lbs...		<b>\$1.95</b>
30x54 ins. . . . . " .4. "		<b>2.50</b>
36x63 ins. . . . . " .6. "		<b>3.45</b>
4x6 $\frac{3}{4}$ ft. . . . . " .11. "		<b>5.95</b>
5x8 ft. . . . . " .16. "		<b>8.80</b>
6x6 ft. . . . . " .15. "		<b>7.95</b>
6x8 ft. . . . . " .20. "		<b>10.60</b>
6x9 ft. . . . . " .22. "		<b>11.95</b>
6x12 ft. . . . . " .30. "		<b>15.95</b>
7x7 ft. . . . . " .20. "		<b>10.85</b>
7x9 ft. . . . . " .26. "		<b>13.90</b>
8x8 ft. . . . . " .26. "		<b>14.15</b>
8x10 ft. . . . . " .34. "		<b>17.70</b>
8x11 ft. . . . . " .37. "		<b>19.45</b>
9x9 ft. . . . . " .34. "		<b>17.90</b>
9x11 ft. . . . . " .41. "		<b>21.85</b>

### Seamless - - - Reversible

In this age of color and beauty, women are no longer satisfied with rugs that have become dull with time and out of date in pattern. *Change! Color! Style! Variety! Smartness!* These are what the women of America are interested in today. Through her new knowledge of decorating, the modern woman has come to know that the rug is the keynote, the background of any room. All other furnishings take on new charm when the rug is a soft, beautiful MAHOGANY color. And what a serviceable rug you will find this new Olson Duo-Velvet rug, with the same firm, deep nap on both sides to give double wear. Plain colors are admirably suited to the simplicity and dignity demanded in a dining room.

SIZES Made	OLD Material	New Low PRICES
9x12 ft.. Send 45 lbs.		<b>\$22.75</b>
9x15 ft. . . . . " .56. "		<b>29.85</b>
10x10 ft. . . . . " .42. "		<b>22.10</b>
10x12 ft. . . . . " .50. "		<b>26.50</b>
10x13 ft. . . . . " .54. "		<b>28.75</b>
11x12 ft. . . . . " .55. "		<b>29.15</b>
11x14 ft. . . . . " .63. "		<b>34.00</b>
12x12 ft. . . . . " .60. "		<b>31.80</b>
12x14 ft. . . . . " .70. "		<b>37.15</b>
12x15 ft. . . . . " .73. "		<b>39.80</b>
RUNNERS		
27 in.x6 ft. . . . . " .5. "		<b>2.95</b>
27 in.x9 ft. . . . . " .8. "		<b>4.45</b>
27 in.x12 ft. . . . . " .11. "		<b>6.00</b>
3 ft.x9 ft. . . . . " .11. "		<b>6.00</b>
3 ft.x12 ft. . . . . " .15. "		<b>7.95</b>
Special Sizes made for 24 cents a sq. ft. Send $\frac{1}{2}$ lb. per sq. ft.		





## Number 4816—JADE, *A Soft Color Blend*

SIZES Made	OLD Material	New Low PRICES
27x42 ins. . . . .	Send 3 lbs. . . . .	\$2.15
30x54 ins. . . . .	" 4. " . . . .	2.75
36x63 ins. . . . .	" 6. " . . . .	3.80
4x6 3/4 ft. . . . .	" 11. " . . . .	6.55
5x8 ft. . . . .	" 16. " . . . .	9.70
6x6 ft. . . . .	" 15. " . . . .	8.80
6x8 ft. . . . .	" 20. " . . . .	11.65
6x9 ft. . . . .	" 22. " . . . .	13.15
6x12 ft. . . . .	" 30. " . . . .	17.55
7x7 ft. . . . .	" 20. " . . . .	11.95
7x9 ft. . . . .	" 26. " . . . .	15.35
8x8 ft. . . . .	" 26. " . . . .	15.55
8x10 ft. . . . .	" 34. " . . . .	19.55
8x11 ft. . . . .	" 37. " . . . .	21.40
9x9 ft. . . . .	" 34. " . . . .	19.70
9x11 ft. . . . .	" 41. " . . . .	24.10

## Seamless - - - Reversible

Perhaps no other single decorating item in a room can transform it so completely as the fresh beauty of a modern two-toned rug, rich in color and soft and luxurious underfoot. The vogue for restful simplicity and harmony finds perfect expression in this beautiful, new Jade Green Olson Rug. You will be delighted to find that this *Duo-Velvety* rug, like all rugs shown in this book, is woven with the same firm, close nap on *both sides* to give double wear and comfort—an up-to-date feature hard to find in store rugs. You can't make a mistake if you decorate one room or all rooms with two-toned Jade Green rugs.

SIZES Made	OLD Material	New Low PRICES
9x12 ft. . . . .	Send 45 lbs. . . . .	\$24.95
9x15 ft. . . . .	" 56. " . . . .	32.85
10x10 ft. . . . .	" 42. " . . . .	24.35
10x12 ft. . . . .	" 50. " . . . .	29.20
10x13 ft. . . . .	" 54. " . . . .	31.65
11x12 ft. . . . .	" 55. " . . . .	32.15
11x14 ft. . . . .	" 63. " . . . .	37.50
12x12 ft. . . . .	" 60. " . . . .	35.05
12x14 ft. . . . .	" 70. " . . . .	40.90
12x15 ft. . . . .	" 73. " . . . .	43.85
RUNNERS		
27 in.x6 ft. . . . .	" 5. " . . . .	3.30
27 in.x9 ft. . . . .	" 8. " . . . .	4.95
27 in.x12 ft. . . . .	" 11. " . . . .	6.55
3 ft.x9 ft. . . . .	" 11. " . . . .	6.55
3 ft.x12 ft. . . . .	" 15. " . . . .	8.80
Special Sizes made for 27 cents a sq. ft. Send 1/2 lb. per sq. ft.		

# You Can Order with CONFIDENCE

from America's Largest  
and Oldest Rug Manu-  
facturers dealing Direct  
with the Home



*"I'll send you the Finest Rugs you ever had  
for the price—or refund your Money."*

WALTER E. OLSON, PRES.



LEONE MILDRED MICHELL

*The Advice of This Well  
Known Authority on Dec-  
orating is FREE to Olson  
Customers*

## For Over Half a Century—

the discriminating families of America have turned with CONFIDENCE to the Olson Rug Company in their quest for beautiful floor coverings, excellence of workmanship and design, and TRUE ECONOMY.

For over half a century this business has been conducted with old-fashioned honesty and under the golden rule of "Deal as you would be dealt with."

And we pledge to the women of America that these sound policies, upon which this institution has been built, will be faithfully continued. Our greatest asset is the confidence and good will of our customers.

This is an organization of rug experts who devote all their time and efforts to just one thing, "the manufacture of fine rugs." This is the day of "Specialists." We invite you to benefit by the many advantages we are able to offer you.

OLSON RUG CO., Chicago



*Choose Your Size*  
*Choose Your Pattern*  
*Ship Your Material*  
**WE DO THE REST**

## WE HAVE NO AGENTS

**Beware** of Agents who say they represent the Olson Rug Co., or claim to offer the same rug.

It has been reported to us that dishonest canvassers for small weavers are pretending to solicit orders for Olson Rugs, claiming that their company is owned or controlled by the Olson Rug Co. These men are telling a deliberate lie and are liable to the full extent of the law. We do not own or have any connections with any other company under any other name.

At times we have occasion to send out representatives from the advertising department on special advertising missions. But these men will always be able to identify themselves with an Olson card of identification and an Olson button worn in the coat lapel.

Any agent attempting to collect a deposit of money for Olson Rugs should be turned over to the police. We will pay a reward of \$100.00 for information leading to the arrest and conviction of any such dishonest agents.

Only from the Olson Rug Company can you secure genuine Olson Duo-Velvety Rugs. Our process is fully protected against imitators by patents.

We believe that our modern method of selling direct "From Factory-to-You" is the most economical, money-saving method ever devised.

As "The Largest Rug Manufacturers in the World dealing Directly with the Home" we offer you finer rugs and lower prices than you can get from any small weaver, general mail order house, or retail store. "Our 57th Year."

*Send Your Order and Material*  
*Direct to the Olson Factory!*

# NO MATTER WHERE YOU LIVE

*We Guarantee to Save You Money on Your Rugs*

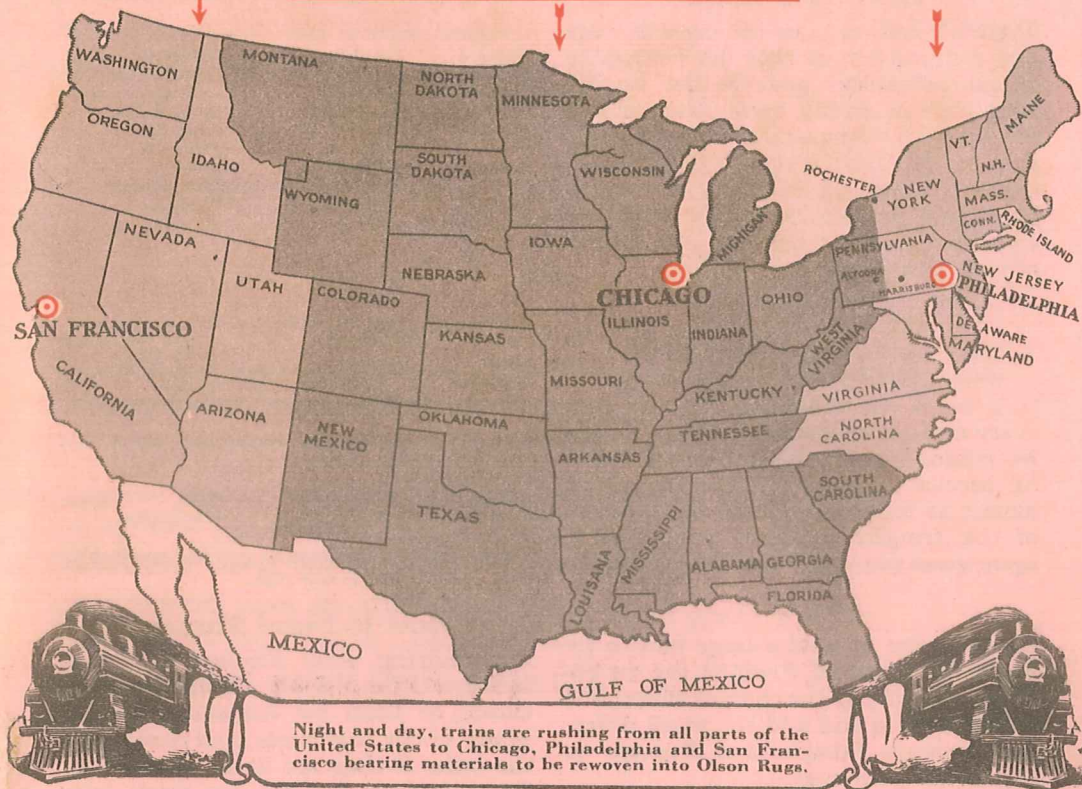
## SHIP to SAN FRANCISCO

*if you live in these lightly shaded states shown below.*

**SHIP to CHICAGO**, if you live in any of the heavily shaded states shown below. Your material will reach us in 1 to 3 days by fast freight

## SHIP to PHILADELPHIA

*if you live in these lightly shaded states shown below.*



## This LETTER

*—is typical of thousands of unsolicited testimonials we have received in praise of our new Duo-Velvety Rugs.*



"It is almost unbelievable that you can make such rich, luxurious rugs from old materials. I rather expected to get some sort of fluff rug—but I must say my Grey-Green DUO-VELVETY Rug is a wonderful improvement over any remade rug I have ever seen. One can't tell it from an expensive store rug." *Mrs. A. W. Miller, Burlington, Wis.*



# We Pay S On Material from

(Except on Bundles)

## HOW TO SHIP

**SIMPLY** roll up your old carpets and clothing just as they are (no packing is not necessary) and tie them with rope or strong cord. Then attach our tag with your name and address to ship to the Olson Rug Co. 'Care of' or prepay charges and deduct them from the cost of your rugs. We guarantee safe delivery of all bundles, and we will pay for the cost of your new rugs.

## SHIP BY FREIGHT

Ship all bundles by **FREIGHT** (except small ones under 25 pounds).

So great is our volume of business that every railroad delivers right to your door. No rehandling. No delays. The prompt service brings your material almost as soon as a letter. Most of the *freight receipts* your freight agent gives you—you keep the other.

## If You Prefer Express

If you prefer to send a large bundle *Express* instead of *Freight* (as we request) we will pay the charges when your bundle arrives and add the difference between *Freight* and *Express* to the cost of your rugs.

## Send Bundles Under 25 Pounds by EXPRESS or PARCEL

If your bundle is only a small one (between 15 and 25 pounds) send it by **EXPRESS** or **PARCEL POST**.

**Real Small Bundles** (under 15 pounds) should be mailed by **PARCEL POST**.

No. 117

## Special Offer on LARGER BUNDLES

(Over 45 or 50 Pounds)

## We Pay All Freight ..

**.. AND IF** you find it inconvenient to take a large bundle over to the railroad depot yourself, and you prefer to have some handy man or neighborhood transfer company do this for you, we will deduct an extra fifty cents from the cost of your rugs provided you mail this certificate with your order.

*This Certificate Good for an Extra*

**FIFTY 50 CENTS**



**SIMPLY 'PHONE** any neighborhood drayage company to pick up your bundle and take it to any nearby railroad branch or suburban depot and ship it to us by **FREIGHT**. We pay the freight charges when your bundle arrives.

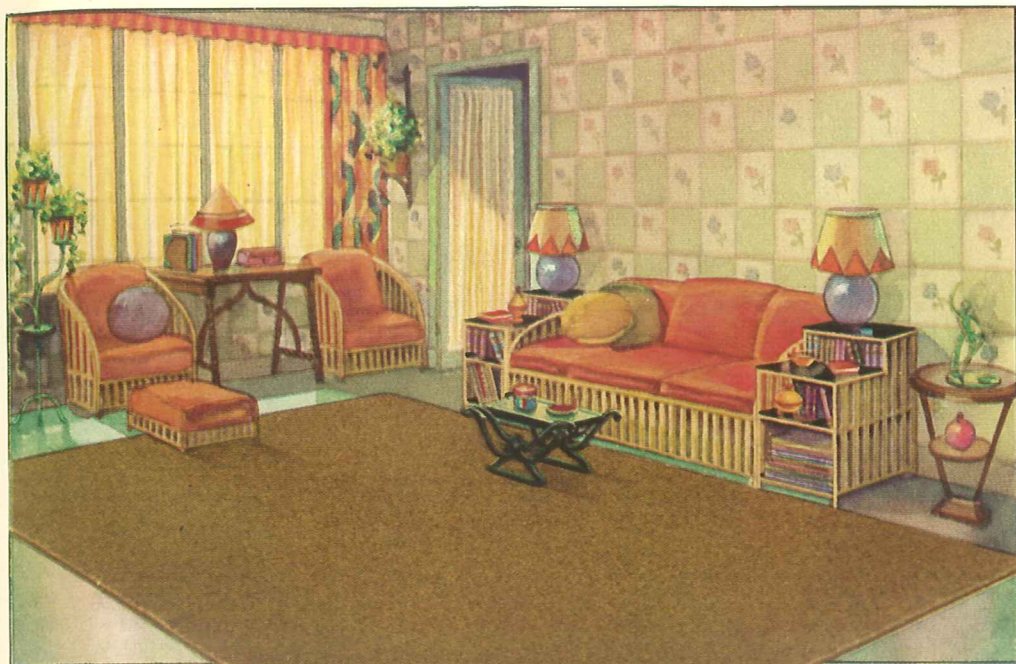
**BE SURE TO MAIL** us one of the two freight receipts that the freight agent will give the transfer man—you keep the other.

## IF YOU PREFER EXPRESS

If you prefer to send a large bundle by *Express* instead of *Freight* (as we request) we will pay the charges when your bundle arrives and add the small difference between *Freight* and *Express* to the cost of your rugs. We will also give you the benefit of our Extra Fifty Cent Allowance if you mail this certificate with your order.

*See Reverse Side for Instructions on Smaller Bundles*

**OLSON RUG COMPANY**



*Rich-Textured, Durable*

*Nature's Color Blend*

## Number 6811—The New Forest TAN

SIZES OLD New Low  
Made Material PRICES

27x42ins.	Send 3 lbs.	\$1.95
30x54 ins.	" 4 "	2.50
36x63 ins.	" 6 "	3.45
4x6 $\frac{3}{4}$ ft.	" 11 "	5.95
5x8 ft.	" 16 "	8.80
6x6 ft.	" 15 "	7.95
6x8 ft.	" 20 "	10.60
6x9 ft.	" 22 "	11.95
6x12 ft.	" 30 "	15.95
7x7 ft.	" 20 "	10.85
7x9 ft.	" 26 "	13.90
8x8 ft.	" 26 "	14.15
8x10 ft.	" 34 "	17.70
8x11 ft.	" 37 "	19.45
9x9 ft.	" 34 "	17.90
9x11 ft.	" 41 "	21.85

## Seamless - - - Reversible

Sun rooms call for striking color effects. Colors may be combined with more daring than in any other room. In this cheerful, colorful room, so tastefully furnished in the newest 20th Century manner, we have shown the very practical new Forest TAN Rug. A rug of rich simplicity that forms a perfect background for the animated colors in furniture, curtains and walls. As most sun rooms are cozy, intimate little rooms, we have used a rug without border, which as you know tends to increase the apparent size of any room. Picture this fine rug in your home.

SIZES OLD New Low  
Made Material PRICES

9x12 ft.	Send 45 lbs.	\$22.75
9x15 ft.	" 56 "	29.85
10x10 ft.	" 42 "	22.10
10x12 ft.	" 50 "	26.50
10x13 ft.	" 54 "	28.75
11x12 ft.	" 55 "	29.15
11x14 ft.	" 63 "	34.00
12x12 ft.	" 60 "	31.80
12x14 ft.	" 70 "	37.15
12x15 ft.	" 73 "	39.80

### RUNNERS

27 in.x6 ft.	" 5 "	2.95
27 in.x9 ft.	" 8 "	4.45
27 in.x12 ft.	" 11 "	6.00
3 ft.x9 ft.	" 11 "	6.00
3 ft.x12 ft.	" 15 "	7.95

Special Sizes made for 24 cents a sq. ft. Send  $\frac{1}{2}$  lb. per sq. ft.



**FILL IN AND MAIL**

**"OUR 57TH YEAR"  
We Guarantee  
Satisfaction or  
Your Money Back**

[illegible]

SHIP TO →



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